





Danell makes flying through the air look easy. And with Citi ThankYou Points, it is.

Use the points you've earned to travel with no restrictions. The Citi ThankYou[®] Premier Visa Card. Rewarding you every step of the way. To learn more, go to citi.com/everystep





2 Editor's Desk

BRIEFING

7 Verbatim

8 | LightBox The drought's grim harvest

10 World

A sudden schism in Israel; a power move in North Korea

12 Nation

Money shots: attack on Romney's wealth

13 Economy Bye, America:

ditching citizenship for cash

14 | Health & Science New pills for HIV and obesity

15 Milestones Encyclopedia Brown's maker meets the end

COMMENTARY

16 | Viewpoint Jon Meacham on God, gays and inclusion

17 The Curious Capitalist

Rana Foroohar on Yahoo and the feminization of tech

19 In the Arena Joe Klein on the

Joe Klein on the real problem with Romney and Bain

ON THE COVER: Photograph by Martin Schoeller for Time



Lolo Jones, a hurdler who missed gold in Beijing, reaches for redemption. Photograph by Martin Schoeller for TIME

FEATURES

OLYMPICS SPECIAL

20 Third Time's Charm London shows a sparkling new side for the Games' return by Nancy Gibbs

26 Trivia Tube From Shakespeare to sheepdogs, an Underground map of London Olympic facts

30 No Choke Lolo Jones' tallest hurdle is the memory of her 2008 letdown by Sean Gregory

40 Rivalries to Watch Head to head and toe to toe by Alice Park

48 Good Sports, Bad Sports Winning hearts and losing ugly

Winning hearts and losing ugly roughout history by Megan Gibson

52 The Fittest and Fastest low winners train for pain

by Bill Saporito

60 Heavy Medal How China finds great athletes by Haynah Reech

66 Swim, Jump and Runway The secrets of Olympic style

70 Double Backflip To chase her dream, Gabby Douglas swapped

78 Spirit of '48 Legends of the last London Games look back

84 Wrestling for the Enemy Russia's Chechen Olympians by Simon Shuster

90 Rising Daughters Japan's 2011 heroines are back by Krista Mahr

94 Odds and Sods The ultimate curiosities of the Games

THE CULTURE

98 | Pop Chart Old Spice vs. Taco Bell; which Olympic outfit takes the gold?

100 Profile

Screenwriter-starlet Zoe Kazan

103 Movies

The Dark Knight Rises, American greed is the villain

104 Education A video series aims

to make "stay in school" go viral

Spoiler alert: spoilers don't spoil anything

110 | Art In this show, beauty is truthiness

112 The Awesome

Column

Joel Stein learns why the Olympic vaulting squad wouldn't touch him with a giant pole



Table (GRID CAD TRUE) is published worthy, count for the issues contributed in prevent by Time In- Processor (Office: Time I, a life fielding finishedine former, their Mr. NY 1000001387, microscape good in the Vine. NY. 1















Olympics Fever



PIERRE DE COUBERTIN. THE founder of the modern Olympics, nobly tried to divorce the Olympics from politics. Oh, well. And that was back in 1806. But

even as the Games have endured controversies over doping, bribery and the high-handed tactics of the International Olympic Committee, the beauty of sport, the spirit of the athletes and the pure meritocracy of physical ability always manage to triumph over politics. Which is why we have put together this special worldwide double issue on the Summer Olympics in London.

Depending on where you are, you may be holding in your hand-or seeing on your tablet-a beautiful cover image of Lolo Jones, Gabby Douglas, Ryan Lochte,

Jessica Ennis or Homare Sawa. We commissioned the great photographer Martin Schoeller to shoot the three Americans, Levon Biss to shoot the English heptathlete Ennis, and Adam Pretty to shoot the Japanese soccer player Sawa. In the U.S., there are three cover images-of Jones, Douglas and Lochte. Ennis is running in Europe, the Middle East and Africa: Lochte in the South Pacific: and Sawa in our Asia editions.3

We've also divided up the issue into three sections: Mind, Body and Spirit. All 10,490 athletes competing in London are a blend of mind, body and spirit, but we look at specific athletes who exemplify these individual values. Senior writer Sean Gregory went to Baton Rouge, La., to talk with Jones about how the mind can make or break a champion. Assistant managing editor Bill Saporito, who oversaw this issue, went to the U.S. Olympic

Training Center in Colorado Springs to explore who would be the fittest athlete for the Body section. And Moscow correspondent Simon Shuster traveled to Chechnya and Dagestan to write about the region's extraordinary wrestlers and how nothing can dampen their spirit of independence. International art director Victor Williams is responsible for the striking design, with dynamic infographics by Heather Jones. TIME'S London office, led by Europe editor Catherine Mayer and senior editor Matt McAllester, showed Olympian endurance in conceiving, reporting and editing this issue. On your marks. Get set. Go.



Richard Stengel, MANAGING EDITOR

THE CONVERSATION

'TIME's story shared the secret.'

So wrote Purple Heart recipient Mike Fayette in a PolicyMic post examining our July 23 cover story, "Why Can't the Army Win the War on Suicide?," as well as his own struggle with suicidal thoughts. "I am certain there were some who knew I was suffering," he noted, but no one stepped in. "If the military would make depression as acceptable as PTSD, then more people would get help," bobdebarb Wrote on TIME.com. "Right now, PTSD is a rite of passage, whereas if you are depressed, then you are just weak." For its part, the Pentagon offered no official response to the story, but a spokeswoman urged TIME's Mark Thompson to remind those in trouble of a national suicide-prevention hotline: 800-273-8255.

Emmy Nod

TIME.com received an Emmy nomination for its video series "Beyond 9/11: Portraits of Resilience." the anchor piece of our multiplatform project to commemorate the 10th anniversary of the terrorist attacks. Filmed by Marco Grob, the powerful eloquent oral histories of 40 survivors, firefighters political leaders and others affected by 9/11 were also part of a documentary-co-produced with HBO-a tablet app and a hardcover book. View the





Wines would pour and conversations would flow.

Introducing Sheraton Social Hour.

Tastings of wine rated 90-plus by Wine Spectator. Served in our beautiful, redesigned space. Enjoy the flow of the wine. And the flow of the room, Find out more at Sheraton.com/socialhour. Meet You There.



Sheraton

sng		Floft PC	OUR WESTIN	THE LUXURY COLLECTION	0
Spg. Starwood Preferred	W	(8)	۵	0	



LIGHTBOX

Groundbreaker

In July, a few days after physicists at Europe's Large Hadron Collider confirmed the existence of the long-theorized Higgs boson, or "God particle," thousands of readers flocked to TIME's photo blog to explore the interactive panorama that virtual photographer Peter McCready shot inside underground particle accelerator. "Putting this on full screen and closest I've ever come to feeling weightless," one visitor wrote on our Facebook page. "It's like being in a massive deep-space cargo bay." Test-drive McCready's work at lightbox.time.com and in the July 23 iPad edition of TIME.

MAIL



Military Suicides

Thank you for shining a spotlight on this terrible problem ("Why Can't the Army Win the War on Suicide?" July 23]. My son, who had back-to-back de-

ployments to Iraq, attempted suicide twice, the first time in Iraq and the second at Fort Bragg, where the mental-health care he received was substandard, to say the least. The climate on base was, essentially, to suck it up. It old his superior officer I would sue him if he let my son die on his watch. Those who yowed to defend our country with their very lives deserve better than this.

Ann Anderson, BLOOMINGTON, MINN.

Your story says the military's high suicide rate "defies easy explanation." I disagree. The military maintains a wall of secrecy around everything it does, isolates human beings from everything they know, teaches them to kill and

sends them off to use that training. It's no surprise that troops return irreparably damaged from that kind of horror.

Jessica Kane, GRAND RAPIDS, MICH.

Profound congratulations to TIME. I hope your "One a Day" issue will have an even greater antiwar effect on Americans today than Catch-22 had during the Vietnam War.

Stan Schachter, BOYNTON BEACH, FLA.

The Higgs Boson

Re "faith and physics" in "The Cathedral of Science" [luly 23]: The only right in volved in advancing the understanding of how elementary particles and forces interact to form our universe is our faith in human ingenuity to construct mathematical models. The discovery of the Higgs boson is the latest instance in which equations describing a particle was found. Faith that theoretical physicists were basically correct was the impetus for building the Large Hadron Collider so that the existence of such particles could be confirmed.

Edward Gray, LOS ANGELES

Sharing the Road

I found your article on the trials of cyclists timely but too reflective of the cyclists' point of view ("Pedal Push," July 16]. Walking used to be a relaxing pleasure. Now it is often stressful because of the dangerous behavior of some cyclists. Cities should do more to protect pedestrians and not pander to a small but vocal minority.

Anthony Frayne, MONTREAL

No Laughing Matter

Joel Stein's comments about hookers in Thailand in his column on all inclusive vacations were not only offensive but also sorely Jacking in compassion 'Pall He Can Earl,' July 16, Instead of being flippant, Stein should donate generously to organizations trying to rescue the many children who have been sold into Slavery in that country's shameful sex trade. Doma Horst, Denver, FA.

inu Horst, DENVER, FA

SETTING THE RECORD STRAIGHT

⇒ In "Nightmare Scenario," we misidentified the military branch in which sleep researcher Ryan Stocker served [July 9]. He is a Marine veteran.

WRITE TO US Send an e-mail:

letters@time.com.
Please do not send
attachments

Send a letter: TIME Magazine Letters, Time & Life Building, New York, NY 10020. Letters should include the writer's full name, address and home telephone and may be edited for purposes of clarity and space Customer Service and Change of Address For 247 service, please use our website wow. Him. com/, examinesservice. You can also call a Soot 348, 669 or write to TMB is TO. Book farson, Tampa, 18-3566 2100. Book fassess Contact usa help insiphicustomerous com contal 18-802 14, 660 regions and Permissions information is naturallies at the velocities association, and the propriets and permissions information is naturallies at the velocities association, and the propriets and permission information is naturallies at the velocities association on the interpretation. To contact to be a naturallies at the velocities of certain 242-243, and the propriets are the propriets and the propriets are the propriets and the





It's not an SUV. It's an SUVW.

The Valkswagen Touareg is available with your choice of three innovative engines: The powerful 280-hp V6. The 728-miles-to-a-tank Touareg TD1* Clean Diesel.* Or the world's first supercharged hybrid, with an autobahn-worthy 380 hp.* Inside the cabin, you'll find dozens of premium features standard, such as dual-zone climate control and a touchscreen sound system. We even put premium features under the hood, like a best-in-class 10-year/100,000-mile Powertrain Limited Warranty! Suffice it to say, it's the most Volkswagen we've ever put into a Volkswagen. That's the Power of German Engineering.









hopephones.org

DONATE YOUR OLD CELL PHONES

Donate your old cell to Hope Phones, and give isolated people in the developing world access to medical care.

We responsibly recycle or refurbish all mobiles, from old and broken to the latest smartphone, and create communication networks for health workers serving millions in fifteen countries.

Print a free shipping label or start a collection drive today.

For more information, go to www.hopephones.org.

Briefing

'I don't know. Do I look like a Vice President?'

 CHRIS CHRISTIE, Republican governor of New Jersey, in the latest of his many denials that he might be chosen as Mitt Romney's running mate; Christie will give the keynote speech at the GOP Convention

'To claim that he knowingly, intentionally protected a pedophile is false.'

THE PATERNO FAMILY, disputing a report that said Joe Paterno, the late Penn State head football coach, could have prevented assistant coach Jerry Sandusky's sexual assaults on minors

'If something's going to come out, get it out in a hurry.'

3. GEORGE WILL, conservative columnist, slamming Mitt Romney for refusing to release more than two years of tax returns and skirting questions about his offshore accounts

'My maternity leave will be a few weeks long, and I'll work throughout it.'

4. MARISSA MAYER, new CEO of Yahoo, who is believed to be the first woman to helm a FORTUNE 500 company while pregnant

'It was like being in a washing machine.'

5. DANIEL ROSSETTO, mountain guide, describing an avalanche on Mont Maudit in the French Alps that killed nine people and injured 14 others





236,955

officials, media members and fans who arrived at Heathrow Airport in London on July 16, breaking the airport's one-day record

24%

executives who say illegal or unethical conduct may be necessary to be successful in finance

3,500

Gone Wild, which was supposed to be a floating party on California's American River but turned into a gigantic brawl



14,000

number of vacant or unused buildings owned by the U.S. government, costing taxpayers \$190 million in maintenance each year





World





An image from Syrian state TV devicts clashes in Damascus

An End to Assad?

1 | SYRIA As fighting between regime forces and rebel fighters intensified in the capital, Damascus, bomb blasts in the heart of the city killed Defense Minister Daoud Rajiha; his deputy, Assef Shawkat, who is also the brother-in-law of embattled President Bashar Assad; and the Interior Minister, Mohammed Ibrahim al-Shaar. Syrian authorities declared the strike a suicide attack; other reports suggested it was carried out by a remotecontrolled bomb placed in a water cooler. In either event, the fact that the rebellion could target such prominent figures in Assad's Cabinet could signal the unraveling of his rule. The President has relied on the loyalty and support of his inner circle, largely composed of friends and family who retained direct control over organs of the state. But as a brutal crackdown has led to nearly 20,000 deaths, key defections of military officers and diplomats have humbled the regime. The assassination of Assad lieutenants, which was celebrated by rebels across the country, not only illustrates the reach of the emboldened rebellion but also forces Assad to confront likely traitors in his midst. If the past is any measure, the cornered regime will probably escalate the violence.



Africa's New Leader

2 ETHIOPIA Nkosazana Dlamini-Zuma, 63, was just elected the first female leader of the African Union (AU), beating out the veteran incumbent. Here are three things to know about the South African.



She's an experienced leader

She's friendly with her

powerful ex



She's got a tough job ahead



U.S. For the first

time, the net worth of the average Canadian household is greater than that of its U.S. counterpart, owing to the U.S. housing crisis

Broken Unity

3 ISRAEL In a move that could trigger early elections and paralyze Mideast diplomacy for months, Israel's moderate Kadima party abruptly defected from Prime Minister Benjamin Netanyahu's government on July 17 amid disputes over a military-draft bill. Under the leadership of chairman Shaul Mofaz, Kadima joined Netanyahu's ruling coalition last May in an effort to pass a strict bill requiring ultra-Orthodox young people to serve in the military. Many had hoped the unity coalition would help revive stalled peace talks with the Palestinians, but following Kadima's hasty departure, it's unlikely Netanyahu will grant any concessions. The move also weakens Netanyahu's majority in the Knesset and ultimately hurts Mofaz's credibility within his party.

Lil' Kim **Takes Over**

4 NORTH KOREA Although he's barely eight months into his reign, Kim Jong Un. believed to be 29, is already flexing his political power-and trying to distinguish his North Korea from that of his father, Kim Jong II.





Here are three of his most buzzed-about moves. SYRIA: SYRIAN TY/AFP/GETTY IMAGES, ETHIOPIA, THE TIMES/GALLO IMAGES/GETTY IMAGES; KIM: KOREAN CENTRAL NEWS AGENCY/KOREA NEWS SERVICE/AP; RI: PEDRO UGARTE—AFP/GETTY IMAGES.

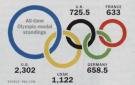


A Ruined State

5 LIBPA Libpan militiamen stand watch atop the crumbling remains of an Italian colonial-era tower near the town of Bani Walid, home to loyalists of the late dictator Maammar Gaddaff and the site of recent tensions between rival sets of militias. Though the country recently held successful elections, its politics are still dogged by long standing tribal and regional emmities that to offen spark into violence.

Medal Mania

6 LONDON Things look good for America going into the 2012 Olympics: the U.S. has brought home roughly 1,200 more medals than its nearest (now defunct) competitor. Here's how other major players stack up. China, with 385 medals, still has a long way to go.



AUSTRALIA

'We need to really understand them ... not resort to the Neanderthal reaction of a hunt and kill.'

JANITA ENEVOLDSEN, of the Wilderness Society, condemning Australia's decision, following a string attacks, to legalize the hunting of great white sharks







DATING A POP STAR

tizzy after images appeared of a woman accompanying Kim at a state function. She's thought to be Hyon Song Wol, a local pop star whose biggest hit is

Nation

Between the Lines

By Mark Halperin

- No noe in politics is surprised that Mitt Romney's personal wealth and business carer have become a central point of the 2012 campaign. It has happened in virtually every race that Romney has ever run. But what has stumed both parties is how unprepared he has been to address the accusations that have dominated the campaign discourse for a fortnight, with no end in sight. The White House's aggressive, often cynical, attempts to paint Romney as a secretive, out-of-touch plutocrat are defining the race right now—and may be predetermining the outcome.
- Democrats have fused the flaps over Romney's missing tax returns and his years at the helm of Bain Capital to keep the Republican's Boston campaign on the defensive. The question of Romney's role at the venture-capital shop is largely bogus. Romney left Bain abruptly in 1999 to take over the troubled Salt Lake City Olympic operation, maintaining his titular role as CEO and president on regulator filings until his negotiated final separation from the firm in 2002. Democrats have successfully kept the issue alive in part by suggesting, without any evidence, that Romney secretly continued to manage the company.
- A response team headed by Romney's close friend and former Bain partner Bob White and financial and political operative Matt McDonald has been assembling facts about Bain and Romney's role for months, but the campaign has failed to translate their research into an effective political response. They have been hampered by the severe reluctance of current Bain partners to go on television and help get the facts out. Ironically, the Bain team's desire to stay out of the fray to avoid damaging the firm's reputation has only shoved it more front and center. In private and in public, Romney has taken umbrage at the assault and evinced frustration that the company he built is being used to bludgeon his campaign.
- I The tax returns are another matter. Romney continues to refuse to reveal returns for years before zoon, arguing that they would only be used by the **Obama** campaign to attack him unfairly. His advisers insist there is nothing explosive in the mystery filings, Former Missispip governor Haley Barbour, Congressman Ron Paul and the editorial board of National Review have prodded Romney to put out more, but sources inside Romney's campaign claim that no such move is being considered. Romney strategist **Stuart Stevens** says, "Barack Obama has spent over \$50 million to try and convict Mitt Romney of being successful. He's on the wrong side of history with an old argument Americans have a laways rejected."
- Maybe so, but from the beginning of this election cycle, Romney has told Republicans he is tough enough and smart enough to beat an incumbent President and his aggressive political team. On Bain and taxes, at least, Romney has failed his midsummer test.



duck-eas-ies

n, pl. Clandestine restaurants in California that have been cropping up since July I, when the state banned the production and sale of foie gras

See: The debate between foodies and animal-rights activists who oppose force-feeding birds dates back to 2004 HIGH FLYIN'

\$59

The price of a gallon of alcohol-based Air Force jet fuel. That makes the Nawy's \$27-per-gal. biofuels—a price that irritates biofuel opponents on Capitol Hill—seem like a bargain



GUNS Fear of future firearms restrictions is spiking pre-election gun sales, much as it did in 2008. Smith & Wesson had record earnings last quarter—modern sport-rifle sales surged by 7.2% and competitor Sturm, Ruger & Co. also experienced high demand

12

1

Economy



Take the Money and Run U.S. authorities are ramping up

the war on offshore tax havens

By Roya Wolverson and Vivienne Walt

TAX AVOIDANCE BY THE WORLD'S WEALTHIEST people has become a political hot button: Heard all the hoopla about Mitt Romney parking his millions in places like the Cayman Islands and Switzerland? While those moves may be legal, they point to a bigger issue. Until recently, governments around the world couldn't do much about tax dodging by wealthy citizens who squirreled their riches abroad. But with public coffers running dry in a bleak economy, U.S. and European governments have become more aggressive about chasing down tax evaders. The U.S. is using new legal tactics to lead the charge, partly because the world's largest economy loses the most—an estimated \$100 billion—to tax havens each year. But Washington's efforts are falling short, even as it escalates its campaign to combat the problem. The effort kicked off when a high-profile out-of-court settlement in 2000 forced Swiss bank UBS to report more than 4,000 of its U.S. clients to the IRS.

Why the holdup? Because the tax-haven arbitrage has simply gone more global. North American offshore bank assets in Switzerland have fallen 71% over the past three years as Swiss banks have ponied up information

on account holders, but the total stash of North American cash that sits offshore hasn't budged. Instead, more money is going outside Switzerland and the United Kingdom to places with less transparency and fewer tax treaties, like the Caribbean, Panama and Singapore.

Still, for wealthy Americans and Europeans, tax dodging is about to get harder. In 2013 the U.S., with the help of Switzerland, France, Germany, Italy, Spain, Igans and the U.K., will impose bigger penalties for hoarding cash offshore. Foreign banks that once offered secreey will have to report on their U.S. clients or else face 30% fines on their U.S. investments, which could add as much as so billion to tax coffers. Americans who are found hiding funds from Uncle Sam could pay up to half their account balance to the IRS. Some Americans—like Brazilian born

Facebook co founder Eduardo Saverin—are responding by taking their riches and their citizenship elsewhere. In May, just before Facebook went public, Saverin severed his U.S. ties to set up camp in Singapore, which, unlike the U.S., has no capital gains tax. Chances are hon't be friended by authorities anvitime soon.

Moving On

North American and European offshore wealth is shifting from Europe to Asia, the Caribbean and Latin America

Switzerland

5% SINCE '09

ironing out a new deal with the U.S. to report on their offshore clients

The Caribbean and Panama \$550 billion



Offshore centers near fast-growing emerging market aren't keen to

Hong Kong and Singapore \$190 billion



Hong Kong and Singapore could trump Switzerland in offshore wealth

Moving Out A record number of

A record number of Americans are giving up their U.S. citizenship



INSULTING GROUP; IR

Health&Science



Osvmia **Helps weight loss**

Qsymia (formerly called Onexa) combines phentermine, an appetite suppressant, and topiramate, a drug that controls epileptic seizures. Together, these meds work to suppress brain chemicals that trigger hunger. In a study, subjects taking Qsymia who ate a reduced-calorie diet and regularly exercised lost about 10% of their starting body weight over the course of a year.

WHO IT'S FOR

People with a medical, not cosmetic, need for weight loss. According to the FDA, that means anyone who is obese-with a body mass index (BMI) of 30 or greater-or overweight, with a BMI of 27 or more and at least one weight-related condition such as diabetes or high cholesterol. Pregnant women should steer totally clear, however, because of the risk of birth defects.

WHY IT'S CONTROVERSIAL

The FDA had rejected Qsymia in 2010 because of concerns that it raised the risk of heart problems and, when taken by pregnant women, birth defects. Its maker, Vivus, will monitor users for these side effects and distribute the drug only through specially registered pharmacies that ensure doctors and users are advised of the risks.

WHAT IT CHANGES

Qsymia is only the third prescription diet medication on the market, and Vivus has not yet decided how much the pill will cost. While it's not a cure-all for obesity, it certainly could make it easier for some to shed pounds-a significant edge in a country where 36% of the population is dangerously obese.

Lowers risk of HIV infection

HOW IT WORKS Truvada combines two anti-HIV drugs-emtricitabine and tenofovir. Taking the combo once a day can flood the body with enough virus-disrupting power to overwhelm HIV immediately after infection. In studies submitted to the FDA, gay and bisexual men who took Truvada lowered their risk of infection by up to 42% compared with those taking a placebo: for heterosexual partners, that figure jumped to 75%.

WHY IT'S CONTROVERSIAL

Some public-health expertsand even AIDS advocateshad argued against approval, citing concerns that the pill would lull users into a false sense of security about being protected from HIV. Truvada is not 100% effective in preventing infection, and using it improperly can allow

strains of HIV that are resistant to the drug to thrive.

WHO IT'S FOR People who are HIV-negative

but likely to be exposed to the virus, such as those with **HIV-infected partners or those** who engage in high-risk sexual activity. For now, too, it helps to have a healthy income: the drug costs about \$13,000 a year when taken to treat HIV. Those relying on Truvada to prevent HIV would need to take it only when they're at risk of exposure, but the pills may still be too costly for many.

WHAT IT CHANGES

Treating HIV infection certainly helps control AIDS, but preventing it is the only way to wipe out the disease, which affects some 33.3 million people worldwide. Since there's no HIV vaccine so far, Truvada could become a critical part of curbing AIDS in the developing world, where most new infections occur among heterosexual couples.

Milestones



DIFD Celeste Holm

Celeste Holm shot to fame as the flirtatious Ado Annie in the original 1943 Broadway production of Oklahoma! Her transition to film netted her an Academy Award for Best Supporting Actress in 1948 for her work in Gentleman's Agreement as razor-sharp fashion editor Anne Dettrey (the lady who would have landed Gregory Peck in a just world). In All About Eve she played Bette Davis' best friend, the unwitting conduit between Anne Baxter's treacherous Eve and Davis' Margo, Holm, Davis, Baxter and Thelma Ritter all earned Oscar nominations in the actress categories for the film-still an Oscar record.

Broadway continued to call to Holm, who died July 15 at 95, and she regu-

larly appeared in musicals like The King and I and Mame. In the 1950s she found another creative home in television. She made a luminous Fairy Godmother in a 1965 version of Cinderella but tended to play imperious dames, arching an elegant and skeptical eyebrow on shows like Archie Bunker's Place and Falcon Crest. At 87, Holm was married for the fifth time, to a man less than half her age. The match prompted a legal battle with her two sons over control of her estate. She staved married, and though she was fragile in recent years, she is listed on IMDB as a cast member in two upcoming movies. As she mused in the opening of All About Eve, "Lloyd always said that in the theater, a lifetime was a season and a season a lifetime." For Holm, the performing season lasted a lifetime. - MARY POLS

Marvin Traub

Marvin Traub, the former

Bloomingdale's chairman who died July 11 at 87. believed that shopping is not about what you need but what you want. "It's a matter of trying to create satisfaction' and "producing very exciting theater for our consumers," he said in a 1993 interview to promote his book Like No Other Store, Traub. whom People dubbed the "master of show and sell," transformed the family business into a national chain and made its flagship store on Manhattan's Upper East Side a stylish destination for tourists, celebrities, First Ladies and even Oueen Elizabeth II. After the U.S. opened trade with China in 1971, Traub opened a China Passage shop in Bloomie's. He retired in 1991 and became a retail consultant, representing clients like Ralph Lauren

and American Express.

-OLIVIA B. WAXMAN



Donald J. Sobol Since 1963, generations of

children have pored over the adventures of boy detective Encyclopedia Brown, who solves neighborhood mysteries for 25¢ a day and outsmarts meddlers with help from his tomboy sidekick Sally. Brown is "the boy I wanted to be-doing the things I wanted to read about but could not find in any book when I was 10," said the author, Donald I. Sobol, who died on July 11 at 87. He kept readers engaged by leaving a trail of clues while not explaining the whodunit: readers try to solve the mystery themselves, then flip to the back to check if they're right. The reporter turned author also wrote nonfiction under pen names but is best loved for his children's stories. The 28th boysleuth book will be published in October. -PATIENCE HAGGIN



Richard Zanuck, 77. Hollywood producer whose 43 films-including Jaws, Driving Miss Dalsy and Dark Shadows-grossed

DIED

more than \$2 billion feminist song.

DIFD

Kitty Wells, 92, enduring countrymusic pioneer: her 1952 hit "It Wasn't God Who Made Honky Tonk Angels" became country's nearest thing to a

SIGNED Jeremy Lin, by the **Houston Rockets**, just five months after driving New York City to "Linsanity"; the 23-year-old point guard will make a reported \$25 million over the next three seasons.



Stephen Covey, 79, author of the smash self-help/business opus The Seven Habits of Highly Effective People, which has sold more than 25 million copies worldwide.

REAFFIRMED The ban on openly gay members of the Boy Scouts after a two-year confidential study; a spokesman said it "is absolutely the best policy" for the 102-year-old group.

Two veteran Bollywood stars.

action hero Dara Singh, 83, and romantic lead Rajesh Khanna, 69, who between them starred in more than 300 films.

Jon Meacham



Of God and Gays and Humility

What the Episcopal Church's handling of same-sex unions can teach the rest of us

WO YEARS AGO, THE BISHOP OF THE Episcopal discess of Texas, Andrew Doyle, was troubled. His chief worry: that the Episcopal Church's war over homosexuality was fated to distract the faithful from the missions of preaching the Gospel and helping the poor. So Doyle turned to someone who knew more than a little about how to deal with the apparently intractable: former Secretary of State James Baker, an Episcopalian and communicant, with Barbara and George H.W. Bush, of St. Martin's Church in Houston.

In a conversation at the James A. Baker III Institute for Public Policy at Rice University, Doyle and Baker agreed to think out possible diplomatic solutions to the crisis. The stakes were enormous: at a time of declining membership, seceding parishes and battles over property and endowments, the schismatic skirmishes over sexuality threatened to destroy the church, "In my experience, some issues can be so vigorously contested that resolution of them is unreachable," Baker later observed. Thus "the most practical approach usually is to address those matters where progress is possible, postpone decisions on irresolvable issues and mutually respect the differing opinions of each side."

The Baker-Doyle proposal: rather than impose an absolute edict on all churches

impose an absolute edict on all churches and all clergy, Doyle's diocese would allow each priest, in conversation with his parish, to decide whether to bless gay unions. The conciliatory spirit of the project, which was in circulation before the church's General Convention met in midluly, informed the national conversation. Around the country, bishops can set the pace at which individual churches move on the issue. The decision to allow differing levels of local control fits well within

a religious tradition forged amid political and theological conflict over the nature of power in the 16th century.

Anglicanism has always been about the attempt—sometimes successful, sometimes less so—to find a via media, or middle way, between the stricter sacramentalism of Roman Catholicism and the stricter scriptural literalism of other Protestant denominations. The faith is driven in large measure by the same



principle Walter Bagehot, an early editor of the Economist, identified as essential to the British constitution: the enduring effort to muddle through.

The question of the hour is whether the Episcopal Church can continue to muddle into a sixth century or whether falling membership suggests inevitable decline. Since 1970, and debates over litury, the ordination of women and the place of homosexuals in the life of the church, the rolls have decreased from 3.3 million members to an estimated 1.9 million, according to the National Council of Churches.

Conservatives argue that the church is essentially translating liberal views of

sexuality into the language and forms of the faith. If the Bible speaks out against homosexuality, this line of thinking goes, then a church that moves to embrace homosexual is not acting according to theological thinking but is instead conforming to liberal chic.

If we interpreted all Scripture at the

same level of authority, however, we would be more open to slavery, to the subjugation of women, to wider use of stoning, Jesus himself spoke out frequently against divore in the strongest of terms. Yet we have—often gradually—chosen to interpret the Bible in light of not only tradition but also reason and history.

Given that sexual orientation is innate and that we are all, in theological terms, children of God, then to deny access to some sacraments based on sexuality is as wrong as to deny access to some sacraments based on race or gender. This is not about secular politics (though the secular political world is coming to share this view) but about the perennial effort to follow the ancient commandment to love others as ourselves. The central tenet of Christianity as it has come down to us is that we are to reach out when our instinct is to pull inward, to give when we want to take, to love when we are inclined to hate, to include when we are tempted to exclude.

I respect that others have different views on the same sex issue. Nothing should properly create more humility than discussions about detecting the will of God. The decision of the General Convention, which allows for diocesan discretion, is a sensible one; it implicitly acknowledges that there is room for disagreement.

Perhaps, then, the approach taken by a small American institution might of fer the country a useful example of how to deal with complex issues. A smoothly condescending right is no more attractive than a morally superior left. Both could do worse than to think about that as the argument goes on, which it surely will.

Rana Foroohar



She's Feeling Lucky

Why mother-to-be Marissa Mayer is a smart pick to reinvent a laboring Yahoo

with star power, and they don't come any bigger than Marissa Mayer, the newly anointed head of Yahoo. Her résume is surely the template for a postmodern, information age celebrity. CEO: Stanford artificial intelligence degree, employee No. 20 at Google, developer of the iconic white search page, user experience guru, stunning blond designer-clothes-wearing mother to be.

That last bit is getting all the attention, since Mayer revealed right after announcing her move to Yahoo that she's expecting a baby boy (due in October). Not only is the 37, year-old computer engineer the youngest by far of the 20 women who run Fortune 500 firms, but she's also the only one to become CEO while pregnant.

While the baby is getting most of the media coverage, investors couldn't care less. The Street just wants to know how the failing Web giant is planning to execute what would be, if successful, the biggest turnaround in tech since Steve Jobs took back Apple in 1997, 'Aabo's second quarter earnings were predictably dreary, with revenue down and page visits flat. Fortunately, 'Tahoo now has someone at the helm who shares much of the fobsian worldview. Here are three reasons Mayer is a smart pick to reinvent moe of the Internet's isonic brands.

1. She's a user-experience fanatic.

Just like Jobs, Mayer has been relentlessly focused on how consumers interact with technology—she played a big role in developing Google's search engine, location services and design aesthetic. That's key, because in the past few years, technology has moved from being an industry in which innovation is driven by business users to one in which innovation is driven by individuals, but look at the spectacular

fall of RIM, the inventor of the Black-Berry. Beloved by corporate types for its e-mail app, RIM failed to see that smart phones would become consumer media devices, not just a way for road warriors to check in. BlackBerry lost huge market share to Apple as a result.

Mayer's design propensities mirror Jobs' consumer-first tendencies—she emphasizes simplicity and ease of use and has "a great eye for the look and feel



of a site." says Benjamin Schachter, a tech nalyst at Macquarie Securities Group in New York City. That's important, because while only 10% of global GDP is traded online, that number will likely rise to 50% within two decades—and consumers make up 70% of the economy. For years, Mayer has studied how we click; she is well placed to exploit the continuing boom in online commerce.

2. She's a technologist who under-

stands media, not a media person trying to get technology. Some critics carp that interim CEO and former News Corp. executive Ross Levinsohn would have provided more continuity for the company, but in the battle between tech and media, the geeks are still winning. "Any
company that has information and data
at its core ought to have a tech ier running
it," say Keith Woolcock, founder of the
technology-research firm 5th Column
dleas. "We live in a media centric world,
but it's mediated by technology." Mayer's
product focus will cheer investors who
have grown weary of Yahoo's ill-fated efforts to define itself as a content company. And her coding chops will garner
respect from the engineers; she'll need
them to help pick up the pace and qualitvo finnovation at Yahoo.

3. She's a woman, and technology is

feminizing, Female leaders are rare in technology; they represent a mere 9,1% of Silicon Valley board members (vs. 16.1% of Fortrus 500 board members). Yet women have become the leading users of technology—they run over half of all searches, spend the majority of time on most major social, media sites and use mobile devices far more than men do. They are also more likely than men to buy tablets, laptops and smart phones.

It may be mostly guys who are building this stuff, but women know what to do with it. Yahoo's user base is already significantly more female than Google's (51.3% vs. 42.6%). But tellingly, the best-loved technology brand among women is Apple, according

to a Boston Consulting Group study, for "ease and intuitiveness of use" as well as an "antiestablishment image."

Mayer believes in the former and projects the latter. She's already taking heat in the blogosphere for saying she'll work through her few weeks of maternity leave. But extreme jobs are the way of the Valley, where 70-bour workweeks are standard. And as Mayer has often said, "I like to get myself in over my head." A lucky trait for a new mom—and a CEO embarking on an epic turnaround.

> FOR THE 10 MOST INFLUENTIAL WOMEN IN SILICON VALLEY, GO TO time.com/techwomen

ler. Creative Cities Summi

Robyn Beavers: Sust

Robert J. Sampson: Henry Ford II Professor of the Social Sciences, Harvard University

Ted Allen: TV Personality, Writer. H.

John Heilemann: Editor, New York Magazine, MSNBC political analyst, "Game Change" Founder, The Kitchen Community Cimbal Musk: Owner, The Kitchen,

think out loud Chicago Ideas Week / October 8 - 14, 2012

For one week each October, some of the planet's leading artists, ntors, entrepreneurs and all-around creative thinkers gather to share their stories on issues shaping our world

www.chicagoideas.com

Tickets just \$15























Joe Klein



Why Bain Matters

It's not just the tax returns. It's short-term profits vs. long-term investments

HE FIRST SIGN THAT BARACK Obama's demolition job on Mitt Romney's record at Bain Capital was going to be a doozy came on May 21 at the NATO summit in Chicago, of all places. Obama was asked a question about his campaign's first round of attacks on Bain, which had been criticized by Newark, N.I., Mayor Cory Booker and a few other Democrats. The President could have chosen to give a quick "This isn't the place to talk politics" answer. But Obama not only chose to answer the question; he answered it at length. He made a bulletproof case for putting the Bain style of capitalism at the center of this campaign. It may have been the most important 617 words uttered by either candidate this year-and it offers a preview of what is about to transpire in the next few months.

It was clear then that Obama wasn't going to back off of Bain, clear that

Öbama's consultants had found the anti-Bain case to be dynamite with focus groups. The case would be made on three levels. The first would be the gubucket populist assault on Bain's laying off workers and sending jobs overseas. The dwindling Wall Street wing of the Democratic party considered this dreadful; the fact that Romney participated in the global economy made him guilty of precisely nothing. (The recent imbroglio about whether Romney actually retired from Bain in 1999 or continued to make outsourcing decisions is a minor, semirelevant subset of the populist pitch.)

The second level of the assault was a character attack: Why wasn't Romney releasing tax returns from the years when he was hauling it in at Bain? This was a much fatter target. During the Republican primaries, Romney had shown

an impolitic reluctance to reveal even one year of his tax returns. We can assume that the 14% he paid in federal taxes during 2010 was a high-water mark. It's possible there were years when Romney paid no taxes at all. This is not to say he cheated. It is to say that the rules of the game were tilted, unfairly, in his direction—which points the way to the most important, intellectually coherent and utterly proper level of the case against Romney



and Bain. This was the case Obama previewed at the NATO summit and to which he will return as soon as the Romney campaign stops shooting itself in the face in response to the populist attacks leveled by the Obamians the past few weeks.

I should note that among Democrats, who've spent decades watching their presidential candidates be pinned down by bazooka-wielding Republican operatives like Lee Avuster and Karl Rove, there is transcendent glee as the Romney campaign makes donkey style mistakes, like stumbling into "retroactive retirement" locutions and whining about the unfairness of it all.

What's the real case against Romney and Bain? In Chicago, the President said that private-equity capitalism was a "healthy part of the free market ... But understand that their priority is to maximize profits. And that's not always going to be good for communities or businesses or workers ... When you're President, as opposed to the head of a private-equity firm, then your job is not simply to maximize profits. Your job is to figure out how everybody in the country has a fair shot ... Your job as President is to think about. How do we set up an equitable tax system so that everybody is paying their fair share?"

In other words, the job of private-equity

guys like Mitt Romney is to think short term, quarter to quarter, and maximize returns for shareholders. This was a plausible exercise, especially in the 1980s and 1990s, when many American corporations had to be restructured to compete in the global economy. By almost all accounts, Bain Capital performed this function honorably and well.

But the efficiencies that Bain and others created led to a major distortion of American capitalism—away from long-term planning, away from research and development (which detracted from quarterly profits), toward higher executive salaries.

toward financial gamesmanship as assets were purchased with junkier and junkier bonds. The tax code was tilted to encourage such behavior. And there is a crying need now to rebalance American capitalism, to make sure that the rewards of financial wixardry do not dwarf the rewards of productive manufacturing, to reward long-term development rather than short-term profits.

In the end, the strongest case against Bain capitalism is a metaphor. Mitt Romney made a fortune swapping equity for debt. That's what we've done for the past 30 years in this country, turning a great many of our assets into deficits for short-term gain. We need to do the opposite now.

THREE CHEERS FOR LONDON

The Olympics head to Britain for an unprecedented third time. Global economic gloom can't dim the competition for gold

London's Tower Bridge, now decorated with the Olympics' official logo

Photographs by Levon Biss for TIME



LONDON HOSTED ITS FIRST OLYMPIC GAMES BY ACCIdent, in 1908: they were supposed to be held in Rome, London where the tradition of the opening ceremony began, the tug-of-war made its first-and last-Olympic appearance, and the official distance of the

but an eruption of Mount Vesuvius required the funds to be redirected toward relief and rebuilding. So it was marathon was set: 26.2 miles, beginning at Windsor Castle and ending in front of the royal box in the stadium. Arthur Conan Doyle was one of the race officials.

The Games returned to London 40 years later, to a nation starved and scarred by war. Germany and Japan were not invited. These were the Austerity Games, the first since Hitler's 1936 Games in Berlin. No new stadiums were built; athletes were asked to bring their own towels. Since food was still rationed, British Olympians resorted to whale meat for extra protein. Other countries pitched in: Denmark sent eggs, China sent oiled bamboo shoots and Mexico sent kidneys and tripe.

Austerity is back, and so are the Games-but the 2012 London Olympics were hatched long before the global financial crisis, and it shows across the city. The 10,490 athletes from 204 countries and nearly 9 million spectators flocking to see them will find that an enormous, shiny spaceship has alighted in redeveloped East London. The Olympic Park encompasses nearly a square mile and houses eight of the





34 Olympic venues, including an aquatics center designed by Zaha Hadid, whose buildings appear, like high divers, to defy the laws of gravity. A new high-speed train, the Javelin, will shuttle 25,000 passengers an hour from central London to the Olympic Park in just seven minutes.

For the athletes, the Games are at once unique and eternal. Women will box for the first time. Taekwondo participants will wear socks and clothing laced with sensors to register any blow a judge might miss. Runners will have individual speakers behind their starting blocks to hear the gun; otherwise those closer to the starter would hear it a wisp of a











second before the others. Wisps matter. Events will be tracked by cameras that capture 2,000 images per second, live-streamed, tweeted, broadcast in 3-D, blogged, GIF'd and, as always, ballyhooed.

But no tool or trend or technology changes the hard math facing the athletes. We call these games, but they are anything but playful: Orwell called sports "war minus the shooting." A lifetime in the water, on the track, the mats, the courts, is compressed into one race, one match, one game, where talent and training reckon with luck and chance. That's what makes it so exciting, and exhausting, to watch: it comes only every four years, an eternity to

wait for a second try, a replay, a rematch.

We use the term Olympian to exalt an effort that reaches past the extreme to mythic heights, where man and gods mingle and merge. In the triathlon of mind, body and spirit, the winners are the men and women who make the impossible look inevitable. In the pages that follow, we tell their stories—the roads they traveled, the bars they hurdled, the losses they accepted as part of the choices they made. Maybe there's something of them in all of us. In any event, billions of people are waiting to watch the performances of a lifetime and to thrill once more to the muscular truth that struggle can yield to glory.

Every champion has an ally.

And you can become one on Facebook.

No one can do it alone, and no one knows that better than Team USA. Whether it's a coach, a family member, or a training partner, someone stands behind every athlete and pushes them to be the world's best. Meet the people who have stood behind them since day one.



Jerome Singleton Jr. Athletics (100/200m, 4x100m)



Jerome's Prosthetist, Francois Van Der Watt "I make sure Jerome flies."

Jerome met Francois in 2008, when his prosthetic needed repair after a training accident. Since then, Francois has been at his side and helped Jerome earn the nickname of "Fastest Amputee on the Planet" after his gold medal win at the 2011 IPC Athletics World Championships.



Lolo Jones Athletics (100m Hurdles)



Lolo's Training Partner, Stephanie Durst "I push her to go further."

For the last 10 years, every time Lolo has trained on a hurdle, Stephanie's been with her step for step. Lolo's freshman roommate at LSU, Stephanie has helped her get past the 2008 Olympic Games and become the #1 100m hurdler in the U.S. and #2 in the world in 2010.



Jonathan Horton



Jonathan's Coach,
Tom Meadows
"I help prepare him
for the biggest stage of all."

Tom has coached Jonathan from the time he was a little boy to being named USA Gymnastics "Men's Athlete of the Year" in 2008. And for the 2012 Olympic Games, Tom will be right there on the floor, coaching Jonathan to win the gold medal.



Matt Stutzman





Matt's Brother, Ben Stutzman "I'm there for him. I keep him sharp."

Ben watched his younger brother Matt learn how to eat, brush his teeth, and shoot a bow with his feet. And Ben stood right behind him when Matt shot an arrow into a 122-centimeter target from 230 yards away – a new world record.



Rebecca Soni swimming (100/200m Breaststroke)

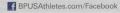


Rebecca's Pilates Instructor, Judie Aronson "I build her back up."

When Rebecca's not swimming laps, she trains in Pilates at Judle's studio. From cross training to correcting alignment to strengthening, Judle makes sure the three-time Olympic medalist is ready for the water.

Show your support for Team USA on Facebook

Now you can join BP and stand behind the champions. Visit Facebook to cheer on the athletes with your own words, upload your photo, and become part of the support network behind Team USA.





Behind Team USA is an even bigger team. One that includes us all.

BP's 23,000 employees across the U.S. are honored to be a part of the families, coaches, trainers, and friends behind Team USA.

TEAM USA: FUELING THEIR FUTURE

Jonathan Horton











MIND

AT THE OLYMPICS, PHYSICAL DIFFERENCES AMONG ATHLETES ARE OFTEN MICROSCOPIC; BRAINPOWER DELIVERS GOLD, BLOW IT HERE, WAIT FOUR YEARS. OR FOREVER. HOW DO YOU COPE WITH THE PRESSURE? HOW DO YOU MENTALLY RECOVER FROM COLLAPSE? U.S. HURDLER LOLO JONES HAS LEARNED THESE HARD LESSONS. RYAN LOCHTE TAKES ON MICHAEL PHELPS IN AN EPIC PSYCHOLOGICAL DUEL IN THE POOL. SWIMMERS, SPRINTERS, SHOT PUTTERS—RIVALRIES ABOUND. WHO WILL BE THE FIRST TO CRACK?





LOLO'S NO CHOKE

The U.S. hurdler stumbled horribly in Beijing, losing gold. What we can learn from her nightmare By Sean Gregory/Baton Rouge

After an up-and-down four years, Lolo Jones earned a trip to London

CHOKE. THE WORD JUST SOUNDS SO NOXIOUS, REALLY. Never mind its ties to suffocation and death. Just say it: choke.

Athletes in particular would like to strangle the scribe who first applied such an ugly term to their most spectacular—and public—failures.

Count Lolo Jones among them. Jones, the telegenic American hurdler, lived through a nightmare in Beijing. With a commanding lead in the 100-m event, on the verge of taking the gold and winning Americans' hearts with her good looks and homeless to heroine story, she clipped the ninth hurdle. There are 100 of them. She stumbled across the line to finish in seventh place, then tumbled to the ground in a pool of tears.

Jones is reflective about her failure. "So many people have said they saw my story in Beijing—they're inspired, they picked themselves up," says Jones, who handled the aftermath of her disaster with incredible grace. "I ust want to have this story for all of us."

But when I ask her for her gut reaction to the word choke, she runs from it at world-record pace. "Choking is going out there and having just a terrible performance from start to end," she says while

picking at swordfish in a Baton Rouge, La., restaurant. "I was winning the race." But the word was still gnawing at her the next day as she stood on her front lawn waiting to be photographed, visibly stressed out from her demanding training and media obligations. She had spent to minutes or so in tears. "No-body has ever asked me that question," she says. She sticks to her conviction that if she had truly choked, she would not have been a few ticks away from gold. But now she offers an addendum: "I really just put too much pressure on myself. If people want to consider that choking, if they want to use that terminology for me, I completely understand. I'm not going to argue with them."

No sporting event puts more mental stress on its participants—or cultivates more choking—than the Olympic Games. They're a quadrennial pitchfork to the brain. The rare spotlight shines on athletes in barely visible sports: Grab that gold, or call us in 2016. Ellie athletes need gold medal brains to operate their Olympis hodies. And scientists are beginning to understand an athlete's brain under the intense pressure of the Olympics and why some athletes handle it while others don't. Performing under pressure demands proper allocation of resources—training the cerebral cortex to filter out the billion distractions available, leaving the body free to perform. Or as Yogi Berra famously said, "How can you think and hit at the same time."

Jones could use some tips. You'd be hard-pressed to find an Olympic athlete under more strain. 'I'm worried,' says her mother Lori. 'Loi so hard on herself.' Constant reminders of her Olympic mishap aside, the world will be wondering if Jones, 29, is worth the hype. She's stolen pre-London buzz despite clocking underwhelming times going into these Games. She'll contend with curiosity about her bedroom behavior-or lack thereof a devout Christian, she said in a May HBO interview that despite her ability to attract pretty much any guy she wants, she remains a virgin. The Internet swilled this news like cheap champagne, instantly expanding her fame.

Behind her lighthearted public personality lies a lifetime of mental aches at home, in love and on the track. An Olympic victory would soothe all that pain. A future of adulation and marketing dollars awaits— Lolo! It just rolls off the tongue—if she can survive a

100-M LEADER

Bulgaria's Yordanka Donkova set the world 100-m hurdle record in 1988, with a time of



TIME July 30, 2012

Blow it at the Olympics, wait four agonizing years for another chance. Got pressure?



Lindsay Jacobellis, snowboarding Had huge lead ir '06 cross race; wiped out after hotdogging in



Dan O'Brien, decathlon in '92, Reebok hyped O'Brien' rivalry with Da Johnson. Then O'Brien didn't



Michelle Kwan, figure skating After leading short program in '02, was tight on final skate and fell on triple flip, Won bronze



Alicia

Sacramone, gymnastics Fell off the beam in Beijing team finals. Blamed herself for missing gold.



Dan Jansen, speed skating Failed in five Olympic races before finally winning his last one, the 1,000 m,



Matt Emmons, shooting in Athens, fired at the wrong target, costing him gold. Missed an easy last shot in Beijing too.

12-sec. race. Beijing, and her sad eyes, would disappear. "I've carried that burden so long," says Jones. "I'm tired of carrying it." On your marks.

Hungry-Man Heists

GROWING UP IN DES MOINES, IOWA, JONES WAS A five star prospect—as a thief lones pilfered food for survival. She was fast, which helped during getaways. And she didn't have a larcenous profile. "My dad would always say they're never going to suspect me because they never look at a cute young girl," says Jones. Her father shuttled in out of prison but tutored her in the fine art of snatching TV dinners. "There was definitely shame for sure, but looking back, I was able to eat," she says. "There's a Hungry-Man—steak and potatoes and a little brownie—you're like, I'm all over that."

Jones' mother worked low-paying clerical and housekeeping jobs to support Lolo and her four siblings. The family bounced around apartments, and Jones went to eight schools in eight years. Given such upheaval, she struggled to keep friends. "The hardest thing was not having those conversations with a girl pal, like when you're talking hours on the phone," she says. "I don't remember those moments."

When Lolo was in third grade, the family became homeless and bunked in the basement of a Salvation Army church. "That was the dark place where the kids just would not go," Jones says. "And all of a sudden, we're living there. I just remember the open showers and coldness to it." To hide her dismal plight from

other kids, she would wake up early to play in the church gym before children arrived for camp. That

way, it appeared that someone had dropped her off, ones was always running; when the family car broke down, she would jump out and sprint to the store. The practice paid off. She picked up the hurdles in high school and showed so much promise that in her junior year, when her mother moved to Forest City, lowa—about 125 miles (200 km) north of Des Moines—Lolo stayed behind to pursue a college Moines—Lolo stayed behind to pursue a college Scholarship. She lived with three different families before leaving for college, still struggling to fit in. "Think about her situation," says former Des Moines Register editor Randy Essex, who took Jones in for 16 months. "Her dad is in and out of her life, her family moved a lot, and all of a sudden she moves in with these people who are pretty much strangers."

Jones kept quiet, poured herself into hurdles and homework and earned a ride to Louisiana State University. "My first year, I was quite miserable," she says. "But I couldn't say, 'Oh, I'm homesick,' because there was no place for me to go back to in lowa." Jones spent her breaks and holidays on campus and eventually found her stride, winning three national championships. The Olympics were in reach.

Until they weren't. At the U.S. Olympic trials in 2004, Jones failed to even make the finals—a foreshadowing of harder times a head. Back in Baton Rouge, she watched the Athens Olympics in tears, unsure of her future. With an economics degree, should she get a real job? She conferred with Dennis Shayer. her coach



Hurdles stand 0.838 m (2 ft., 9-in.) high and are designed to fall forward if an athlete



Year that women began competing in track and field



What's in a heptathlon? The 100-m hurdles, the 200-m dash, the 800-m run, high jump,

jump and shot put

The back-tothe-bar highjump technique is called the Fosbury Flop, in honor of 1968 gold medalist Dick Fosbury, who introduced it



at LSU. "I told her, You never want to wake up seven, eight, nine, 10 years from now and wonder, What if?" says Shaver, who still trains Jones today.

So she stuck with the sport, though she could bare youpport herself. At work at Home Depot, she sweltered at the gardening department cash register. They were like, Oh, put her outside, Tones says. "She trains, she runs outside." She also worked as a restaurant hostess and later in a gym, where she would bump into former classmates who knew her as Lolo Jones, hurdling star. Now they saw her taking out the trash. "It was a little bit more embarrassing," she says. "They were like, 'Oh, did you graduate?" Yeah, I graduated."

Jones' hurdling technique sharpened, and she started winning races in Europe. In 2007 she took the U.S. indoor title. That success led to sponsorship deals with the likes of running-shoe brand Asics and eyewear maker Oakley. The Baton Rouge doctors and lawyers working out at the gyrm would see races replayed on the TVs and wonder, Hey, sin't that the girl from the front desk? They started asking her for training sessions, Jones turned them down. By then she could afford to quit and prep full-time for the 2008 Olympic trials. She won her 100 em race. She was bound for Beijing.

The Science of Choking

When the gun went off, the Australian girl got out on me. She beat me to the third hurdle. You know, I was cool and calm about it. She had been doing that all year, and I would always get her in the end.

Sure enough, I passed her, and from hurdles three through five, I was just in an amazing rhythm. I started turning it over, and then I knew at one point I was winning the race. It wasn't like, Oh, I'm winning the Olympic gold medal. It just seemed like another race.

And then there was a point after that where I was like, Wow, these hurdles are coming up really, really fast. You have to make sure you don't get sloppy in your technique. I was telling myself to make sure my legs were snapping out. So I overtried. I islatened up a bit to omuch. That's when I hit the hurdle. Honestly, I should have relaxed a little bit and just run. Instead, I was just so paranoid because they were coming up so fast, I snappel it down too fast.

You know, when I hit it, I thought I would still be able to get a medal. But when I crossed the line, I knew how bad it was. I collapsed on the track, and I couldn't stop thinking, I just wish the next Olympics were tomorrow.

IONES CAN RECALL THAT NIGHT IN THE BEIJING BIRD'S NEST—AUR, 91, 2008, the night she lost the roo-m-hurdles gold—with surprising clarity. And that might be why she choked. "Often, athletes can tell you exactly what they are doing when they screw up," says Sian BeiJock, a psychology professor at the University of Chicago who wrote the book on blowing it.—Choke:

What the Secrets of the Brain Reveal About Getting It Right When You Have To, published in 2010.

Beilock and other scientists who study choking there are more of them than you might think suspect that athletes under stress choke when too many thoughts flood the prefrontal cortex, the area of the brain that houses informational memory. Worry, and the brain becomes too busy. It's a misallocation of resources. The motor cortex, which controls the planning and execution of movements, should be doing most of the work for experienced athletes.

When athletes talk about being "in the zone" or "unconscious" when winning, their prefrontal cortex is quiet. They often can't tell you what was happening. They have no memory.

In experiments, scientists have shown that when top athletes start thinking about details of their technique instead of just letting muscle memory run the show, they tend to mess up. In the University of Chicago's Human Performance Lab, for example, Beilock instructed skilled college soccer players to dribble a ball around cones and indicate which side of their foot was making contact with the ball. Those players who were asked to exercise their prefrontal cortex and focus on the details made more errors than the players given no instructions. Similarly, while he was teaching at Arizona State University, psychologist Robert Gray, now a senior lecturer in motor control at the University of Birmingham in England, put college baseball players through a hitting simulation. Gray told them to identify whether the bat was moving up or down at certain moments. Their swings suffered

Jocks should be dumb and not think too much. Jones' recall of her Beijing race suggests that her working memory, rather than her muscle memory, was too engaged. She talks about technique. Notice that she was "telling myself to make sure my legs were snapping out" rather than just letting her motor cortex do it.

So how can Jones calm that part of her mind? Some shrinks think she should go to the videotape. After the 2004 Olympics, Hap Davis, a psychologist for the Canadian swimming team, conducted a novel experiment. He asked a group of swimmers to watch videos of their failures at the Olympic trials or at the Games, then peeked inside their minds using functional magnetic resonance imaging (MRI), a technology that measures blood flow to specific areas of the brain. Rewatching failure triggered relatively high levels of activity in the prefrontal cortex and the amygdala, the emotional center of the brain, and low levels of activity in the motor cortices, where movements are executed. This brain snapshot likely mirrored the athletes' physiological state of mind when the veloked.

But after asking the athletes to view their terrible moments, Davis did a "cognitive intervention," in

TIME July 30, 2012

In July 1912, the IOC divided sports into three categories: indispensable, desirable and admissible. Athletics (track and field) was deemed

indispensable.

which he asked the at hletes to share their feelings about the race and discuss ways to correct their errors. After working through their emotions, the athletes rewatched the video, and the fMRI showed that the athletes brains were much healthier for competition: prefrontal-cortex activity declined, while blood flow to the motor areas increased. "Watching the failure washed out the negative emotion," says Davis. "Now I can discuss it with you, and it's no big deal."

The Canadian swimming team religiously watches its mistakes. Steve Portenga, a psychologist for USA Track & Field, has also adopted immersion therapy methods; though he cannot name specific patients, he says U.S. track athletes who watch videos and talk through their low moments improve their performances. "The general practice of addressing failure is

absolutely vital," Portenga says.

Dan O'Brien, a former decathlon gold medalist, viewed so much footage of his famous choke at the 1992 Olympic trials that he became desensitized to it. That year, the reigning world champ failed to make the U.S. team, leaving Reebok's ubiquitous "Dan and Dave" marketing campaign, which promised a Barcelona Olympics showdown between O'Brien and fellow American Dave Johnson, in tatters, ("Idon't think you can call a rookie a choker," O'Brien says.) Going into the 1996 qualifiers, he anticipated endless questions about his gaffe on the pole vault. He used the tape as motivation. "I'd watch it, watch it watch it watch it.

So when O'Brien bumped into Jones some six months after Beijing, he advised her to go to the video. She blanched at the idea; she couldn't stomach it, Jones says she's not living in denial. In fact, she sees the race all the time—just not on a screen. "I don't need to watch it, because I remember every bit of that race," she says. "I'll have flashbacks quite often." The trick will be to shut to ff at the starting blocks in London.

Practicing under pressure can help Jones quiet her nerves. Raoul Oudejans, a researcher at VU University in Amsterdam, has repeatedly shown in studies involving free-throw shooters, dart throwers and armed police officers that people perform better in tense situations after creating stress for themselves in practice. In one experiment that appeared in the Quarterly Journal of Experimental Psychology in 2009, for example, dart throwers who practiced hitting a target while they were suspended 17.5 ft. (5.3 m) in the air on a climbing wall—a situation that caused considerable anxiety—later outscored those who didn't receive such frightening training.

Although it's impossible to set up hurdles in midair, coaches can create stresses in practice. They can, say, invite a set of critical eyes, like the media or even ON TWITTER, JONES JOKES ABOUT HER UNLUCKY LOVE LIFE. IT'S HARD TO BELIEVE, BUT SHE INSISTS IT'S NOT A FACADE

a real or imagined talent scout, to a practice. They can punish practice failure—if you miss this free throw, the whole team sprints—to turn up the heat. They can offer financial rewards for success and penalties for falling short.

Jones isn't making side bets with her coach to up the ant ein practice. But she's trying to re-create the big moments the best she can. "I do a lot of visualizing at practice to increase the pressure," she says. "A lot of times, when I'm in the blocks, I'm visualizing I'm at the Olympics, even though I'm just in Baton Rouge." She pictures the crowds, imagines the cameras hovering, the millions watching. "If you can practice at that level," says Jones, "when it comes to the actual meet, vou'll be prepared."

"Stab Wound, Stab Wound, Stab Wound,"

EVEN AS JONES GETS MENTALLY READY FOR LONDON, her physical ability has now come into question. A year ago, Jones underwent surgery for a tethered spinal cord, a congenital neurological condition that left her unable to feel her feet. For weeks after the operation, she could barely walk.

The pull of the Olympics helped hasten her recovery, lones has sprinkled her house with reminders of London. Olympic rings are sculpted into the flowerpots in front of her garage. She also purchased a set of London 2012 dinner plates, which keeps her diet in check. "It's hard to eat ribs off a plate when you have the London loogo looking at you," Jones says. And in 2019, she bought a London 2012 sweatshirt for her niece, who lives nearby with Jones' sister. "Randomly, she'll Come home from school and have this sweatshirt on, and it's like, Yeah, this is what you're working for," Jones says.

So she threw herself into rehab, lones recovered faster than any patient her surgeon, Dr. Robert Bray of the DISC Sports and Spine Center in Los Angeles, had treated for a tethered spinal cord. "She took it to a whole other level you don't see," says Bray, She made a stirring return to competition in late January, winning the U.S. Open, a top-noto hindoor event hindoor.

WHEN'S THE

last time you

DID SOMETHING FOR

the first time?

Always remember you're one of a kind.

GO YOU



You were born an original. But it's up to you to live that way. We can help. We're Cigna. And we're a different kind of health benefits and services company. We get to know the real you. The living, breathing person behind the number on your card. It's an approach that offers a genuinely personal experience, tailored to fit your specific needs — and ultimately keep you healthier. When you're at 100%, you have the strength and confidence to show the world who you really are. Hey, there's a first time for everything.

Join us at Cigna.com/GOYOU

Products and Services provided by Connecticut General Life Insurance Company or Cigna Health and Life Insurance Company.

© 2012 Cigna. All products and services are provided by operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company and Cigna Health and Life Insurance Company, and not by Cigna Corporation. The registered mark "Cigna" and the "Tree of Life" logo are owned by Cigna Intellectual Property, Inc. Cigna.com.

CLIP, SAVE, REMEMBER.



Jones relaxes at home, just outside Baton Rouge. She eats off of London 2012 plates for On Twitter, Jones jokes about her unlucky love life.
I wonder if this Liz Lemon vibe—the smart, pretty girl
who can't find Mr. Right—is a type of character she
likes playing. It's great Twitter fodder but hard to be
lieve. But she insists it's not a facade. "This is real," Jones
says. "There have been so many nights when I've cried,
praying to God, like, Where is my future husband?"

Her chastity probably makes her the secondhighest profile virgin athlete, next to New York Jets quarterback Tim Tebow. Despite the best efforts of Tebow's teammate center Nick Mangold to play matchmaker—Mangold led 'Lolo' chants in the Jets locker room this spring and promoted the #Lobow hashtag on Twitter—this Christian dream pairing probably isn't happening. "Everybody is like, You should date Tim Tebow, because, like, you guys are both virgins and Christians," Jones says. "And I'm like, Yeah, but there's stills own much involved. Like, is he funny? On Twitter, he's just a straight up guy. You know, I want somebody! Click with."

Lolo's cult will only 'grow in London, which peeves her competitors. They don't appreciate being overshadowed, especially in a year when Jones has been far from dominant. She sensed hostility and resentment when she returned to the track in January. "For girls to get mad at me because I may get attention, because of the mishap or how I handle myself, I think it's the stupidest thing ever, "nose says." I don't think they realize that the fame I've had has not been the cool fame. It's been the fame like"—here Jones summons a pity voice—"Ohhhhh, you're the girl that messed up at the Olympics." Stab wound. Stab wound.

Jones is not the favorite this time around. She finished third at the U.S. Olympic trials, and Australia's Sally Pearson has run the fastest times this season. A spring hamstring injury, however, slowed Jones down. Is she on pace to peak in London'? After her third-place finish in her preliminary heat at the trials, Jones seemed unlikely to even make the team. But she did, and she can certainly surprise again.

When Jones halled up, wailing, on the Beijing track four years ago, she somehow enjoyed a brief sense of comfort. She thought back to the 2004 Olympics, how she watched those Games in tears while sitting in Baton Rouge. Sure, she was again sobbing, but at least she was in the race. She was an Olympian. And then it hit her. She d'e crying four years later as well. On the London podium. "I know I will be," Jones says. No choke.

TAKES THE 10-YEAR CROWN"

-Barron's Magazine

BARRON'S

TOP-RANKED
FUND FAMILY

10-year performance

#1 RANKED FUND FAMILY: 2011, 2009, 2008

We're pleased to be ranked #1 for 10-year total return performance by the Barron's 2011 Fund Families Report — a recognition we've received three out of the last four years.

This ranking reflects our unwavering focus on investment excellence through all market cycles, and our commitment to managing investment risk as vigilantly as we seek reward. For more than 60 years, we've maintained a consistent, disciplined investment approach — adhering strictly to the belief that our shareholders come first.

To learn more, call 1-800-FRANKLIN or visit franklintempleton.com/barrons.



< GAIN FROM OUR PERSPECTIVE* >

For the 1-, 5- and 10-year periods ended December 31, Franklin Templeton ranked as follows, respectively: 2011:30 out of 58, 9 out of 53 and 1 out of 45, 2010: 37 out of 57, 8 out of 53 and 2 out of 46; 2009: 17 out of 61, 5 out of 54 and 1 out of 48; 2008: 26 out of 59, 16 out of 58, and 1 out of 48. Past performance does not guarantee future results.

All investments involve risk, including the possible loss of principal. You should carefully consider a fund's investment goals, risks, charges and expenses before investing. You'll find this and other information in the fund's summary prospectus and/or prospectus, which you can obtain from your financial advisor. Please read a prospectus carefully before investing.

Source. Eurom's 020/05/2012. To qualify for the Lipper Barror's Fund Survey, a group must have at least three funds in Lipper's general IUS.-stock category, one in word growth combines global and international funds, one mixed equity fund, which holds sicks and bonds, the test matable-bond funds and one tax-exampt fund loads and 12h-1 fees aren't included in the calculation of returns because the aim is to measure the manager's skill. Each fund's return is measured against all funds in its Lipper category, resoliting in a percentile ranking which was then weighted by asset size relative to the fund family's other assets in its general classification. Finally, the score is multiplied by the general classification weightings as determined by the entire Lipper universed funds.

Barron's is a trademark of Dow Jones, L.P. All rights reserved.

Franklin Templeton Distributors, Inc., One Franklin Parkway, San Mateo, CA 94403 © 2012 Franklin Templeton Investments. All rights reserved.

2012 OLYMPICS | SHOWDOWNS

A A

RIVALRIES

JED JACOBSOHN-GETTY MAGES "



In the first modern Olympics, swimmers dived off the side of a boat and raced toward the shore

swimming events were originally held in open water. In the 1900 Paris Games; for example, swimmers raced in the



Understand that he's not there to be a prop for Phelps. Lochte is a phenomenal swimmer. His effortless strokes, which he learned from his first swim coach-his mother—have earned him 17 world and six Olympic medals. And his legendary dryland training in Florida, lifted from the strongman regimen of tire flipping and keg tossing, as well as abolishing fast food from his diet, has given him enviable power to slice through the water. But he's had the good fortune (or misfortune, depending on how you look at it) of swimming in the era of Phelps, a once-in-a-generation athlete. Phelps made history at the Beijing Games by lapping up eight gold medals in a schedule so brutal that he is declining to repeat it in London. (He'll be swimming in just seven events.) Even phenomenal swimmers pale in comparison to that. In Beijing, Phelps punched Lochte out in the 200-m and 400-m individual-medley (IM) events, Lochte claimed gold in the 200-m backstroke (Phelps didn't swim it), and the two teamed up for gold in the 4 x 200-m freestyle relay. But when Lochte touched the wall ahead

of Phelps in the 200-m IM at the world championships last year and demolished Phelps' world record too, that's when the rivalry talk began.

Given how much time these athletes spend with their faces in the water, there's not much time for trash talk in swimming, Rivalry?" I don't think like that, "asys Lochte. "It's everyone else that thinks like that," but Lochte and Phelps are linked together like Olympic rings. It's inevitable in any contest of the world's best athletes—even one that occurs once every four years—that the same competitors will meet, ving in a tug of war for records, medals, sponsors and bragging rights, pushing one another in an ever escalating battle to be on top.

London, Lochte has said, is "my time," and despite his admirable respect for Phelps' accomplishments, both admit that the chummy feelings end on the starting blocks. Even the laid-back Lochte, whose favorite response to all things good is "Jeah", says that when it's race time, "neither one of us likes to lose. He knows I'm right there, and I know he's right there. We push each other every day whether or not we train together."

In fact Phelps, 27, who is about a year younger than Lochte, credits the loss to Lochte in the 200 m IM for reawakening his waning interest in swimming after Beijing. "He was just rolling over me, and it wasn't fun to be on that end," Phelps says. Out of the water, the two couldn't be more different. Whereas Phelps is intense, Lochte is more. well, he lets his fashion choices—he designed his own red, white and blue sneakers for the Olympic trials—speak for him. Even at the risk of injury, he squeezes in skateboarding and pickup basketball games to offset the drudgery of laps, much to the dismay of his anxious but resigned coach,

But it works. "Everyone says that if he wasn't around or if this were a different era, I'd be the greatest swimmer ever," says Lochte about his rival. He doesn't lament swimming in Phelps' shadow. It just makes the challenge of racing that much more of an adrenaline rush. "Any chance that I can race the best people in the world. I'd be more than happy to," he says. He'll get two opportunities to do that in London, in the 200-m and 400-m IM races, which are among the most anticipated showdowns of the Games.

FOR 48 MORE ATHLETES TO WATCH, GO TO time.com/50athletes



RIVALRIES TO WATCH

The big contests pit nation against nation, friend against friend and brother against brother

TRACK AND FIELD

USAIN BOLT VS. YOHAN BLAKE

At Jamaica's Olympic trials this summer, Blake beat his training buddy Bolt in both the 100-m and 200-m. Will London crown a new fastest man on the planet?

WOMEN'S GYMNASTICS

U.S. VS. CHINA

In 2008, China bested the U.S. for team gold amid questions about whether the Chinese competitors were underage. Expect a grownup showdown

CYCLING

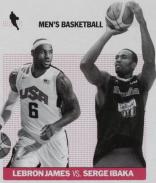


BRITAIN VS. AUSTRALIA

The two nations have been swapping bragging rights and records at the world championships and Olympics, but the host nation wants the last word in London



As the world champ from Britain, Alistair Brownlee, 24, is favored in the triathlon. But can he trump little brother Jonathan, who is two years younger?



During the NBA finals, Ibaka, big man for both the Oklahoma City Thunder and Spain, said James "is not a good defender." More grist for a U.S.-Spain gold-medal game



At last summer's World Cup, Japan scored two gamesaving goals and beat the U.S. on penalty kicks in the title game. An Olympic rematch would be thrilling



BRADY ELLISON VS. IM DONG HYUN

Ellison used to compete while chewing tobacco; Im is legally blind. Both are amazing with a bow. Koreans dominate the sport, but they'll shoot it out in the men's recurve

TIME July 30, 2012 45

A late add to Ethiopia's team at Rome 1960, Abebe Bikila didn't have proper footwear. He won the marathon barefoot

> Romanian gymnast Andreea Raducan lost her Sydney 2000 gold for taking cold medicine that contained a banned substance

Karnam Malleswari is the only Indian woman so far to win a medal, a bronze

in Sydney

after under-

going surgery for

a collapsed lung.

U.S. swimmer Steve

Genter won three

medals at the

Munich Games

The U.S.'s Fred Lorz won the St. Louis 1904 marathon but was disqualified for riding in a car for part of

South Korea's After failing to Park Si-hun won win wrestling a stunning boxing gold over the U.S.'s Roy Jones Jr. at Seoul 1988. Two judges were later barred from future

Olympics over bribery

allegations

a result,

arips that could

hide wires or

switches were

gold at Beijing 2008, Sweden's Ara Abrahamian threw his bronze medal on the floor in protest; he was disqualified

> Canada's Ben Johnson won gold in Seoul 1988's 100-m race. He was DOed for hav ing used steroids

- The Spanish

Paralympic

basketball team

was stripped of the gold medals it won at Sydney

2000 when it was discovered that 10 of the 12 players had faked a disability

GOOD SPORTS, BAD SPORTS better known for how they played By Megan Gibson

was sailing

Hearts swelled at Barcelona 1992 when Britain's

Lemieux Pierre de Coubertin medal-named after the Olympic founderawarded to athletes for sportsmanship

exhaustion, Swiss mara-honer Gabriela Andersen-Schless refused help at

Derek Redmond tore a

namstring in the 400-m

semifinals and his dad rushed to help

him cross the

finish line

Eric Moussambani from Equatorial Guinea swam the slowest-ever Olympic 100-m freestyle at Sydney 2000. The media fondly nicknamed him Eric the Eel

Knud Enemark Jensen died post-race The controversy prompted the IOC to begin

testina athletes

for druas

Olympic drug suspen sion was at Mexico City 1968, when Swedish Hans-Gunnar

The first

Lilienwall tested positive for substance: alcohol

After Puerto Rico's Madeline de Jesus was injured in the long jump at L.A. 1984. she asked her iden tical twin Margaret to compete in

her place

1932, members didn't take it well. The team climbed out of the pool and began to beat the referee

When the Brazilian

water-polo team lost at Los Angeles

Paul Cerutti

VILLAIN

pentathlete

Onischenko was booted

from Montreal

épée to score

on its own

Boris

GOLD-MEDAL PERFORMANCE



"SPDR" is a registed trademark of Standard R Poor's Familia Devices U.C. ("S&P") and has been licensed to set by State Otrea Corporation. No financial product offered by State Street Corporation or its affiliates is appearanced, endorsed, sold or promoted by S&R for its affiliates, and sold affect investors' rights may be found in GLO's prospectus. For regarding the advantable of business, seed sold affect investors' rights may be found in GLO's prospectus. For more information: State Street Global Markets, LC, One Lincoln Street, Section, 1844, 2011 * 865-303.4053 * www.spdrojdotharss.com.

Net PIDI Cinsured ** No Bank Gearantee** May lose Value.



GOLD, SILVER, BRONZE. AND GREEN.

Dow is using chemistry to help Olympic Host Cities find sustainable and performance solutions that assist in the planning, building, and legacy of the Olympic Games. Together, the elements of science and the human element can solve anything, Solutionism. The new optimism.





GOOD SPORTS, BAD SPORTS better known for how they played By Megan Gibson





Hearts swelled at Barcelona 1992 when Britain's Derek Redmond tore a



Davs after undergoing surgery for a collapsed lung. U.S. swimmer Steve Genter won three medals at the Munich Games

Kerri Strug nailed Strug had to be carried to the podium to collect

her vault landing at Atlanta 1996 and took gold

Despite an

Although polio had left her paralyzed from the knees down, Danish equestrian Lis Hartel scored silver in dressage at Helsinki 1952

A late add to Ethiopia's team at Rome 1960, Abebe Bikila didn't have proper footwear. He won the marathon barefoot



namstring in the 400-m

semifinals and his dad rushed to help

him cross the

finish line

Eric Moussambani from Equatorial Guinea swam the slowest-ever Olympic 100-m freestyle at Sydney 2000. The media fondly nicknamed him Eric the Eel



Romanian gymnast Andreea Raducan lost her Sydney 2000 gold for taking cold medicine that contained a banned substance





Olympic drug Mexico City 1968, when Swedish Hans-Gunnar Liljenwall tested

positive for

a banned substance:

alcohol

Park Si-hun won a stunning boxing gold over the U.S.'s Roy Jones Jr. at Seoul 1988. Two judges were later barred from future Olympics over bribery allegations

South Korea's

a result,

hide wires or

switches were

ips that could



After failing to win wrestling gold at Beijing 2008, Sweden's Ara Abrahamian threw his bronze medal on the floor in protest; he was disqualified



Paul Cerutti

Puerto Rico's Madeline de Jesus was injured in the long jump at L.A. 1984, she asked her identical twin Margaret to compete in her place



was booted from Montreal 1976 for rigging his épée to score on its own

Canada's Ben Johnson won gold in Seoul 1988's 100-m race. He was DOed for hav ing used steroids

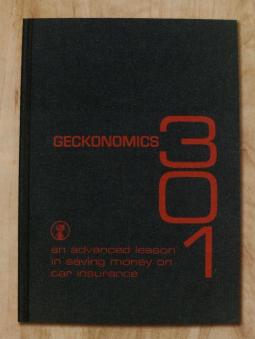
- The Spanish Paralympic

basketball team was stripped of the gold medals it won at Sydney 2000 when it was discov ered that 10 of the 12

banned players had faked a disability



For more information: State Street Global Markets, LLC, One Lincoln Street, Boston, MA, 02111 * 886-320.4053 * www.spdrgoldshares.com Not FDIC Insured - No Bank Guarantee - May Lose Value



"Keep expenses low, and pass the savings on to our customers." Over 75 years later, GEICO still operates on this principle. In fact, you could say we wrote the book on saving people money on car insurance. Around here, we call it "GECKONOMICS."

Contact GEICO today and get a free, no-obligation rate quote and, in just minutes, you could be a believer in GECKONOMICS, too.



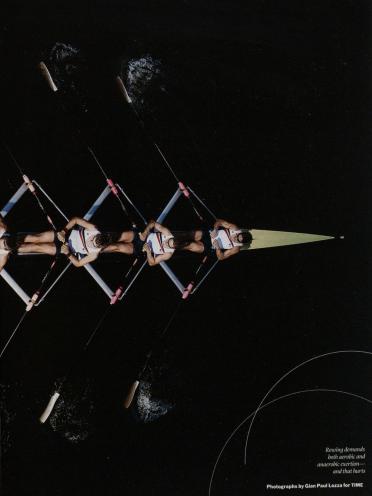
1-800-947-AUTO (2886) OR YOUR LOCAL OFFICE

BODY

THE ANCIENT OLYMPIANS COMPETED NAKED TO DISPLAY THEIR STATUESQUE PHYSIQUES. TODAY'S ATHLETES ARE IN EVEN BETTER SHAPE, BUT THEY MIGHT BE LOATH TO GIVE UP THEIR APPAREL ENDORSEMENTS. THE QUESTION OF WHO'S THE FITTEST HAS BEEN ARGUED FOR CENTURIES. THERE'S NO DEBATE, THOUGH, THAT WHEN IT COMES TO MEDALS, CHINA IS THE GOLD STANDARD IN SYSTEMATICALLY PRODUCING WINNING ATHLETES ACROSS A VARIETY OF SPORTS

SURVIVAL OF THE FITTEST

Want to compete in the Olympics? Science says your VO₂ max better be up for it By Bill Saporito/Colorado Springs







ON AUG. 7, AT ILIGO A.M., HUNTER KEMPER WILL JUMP into the water in the Serpentine, the famous lake in the former royal hunting ground in London now called Hyde Park, for the start of the Olympic triathlon. His heart rate will quickly whomp-whomp, whomp-whomp up to 172 beats per minute as he and the other 54 contestants start thrashing their way down the swim course. The 6ft 2. in, 175 lb. (188 cm, 79 kg) Kemper, 36, will sustain that heart rate over a 1,500-m swim followed by 4 a 4-km bile ride and a 10-km run.

It is anything but a walk in the park. His goal is to "maximize my output that day," which is to say suck up an hour and 48 minutes of pain. "That's very hard to do," he says. "Sometimes we shy away. It's so painful, you think, I can't go another minute." But he will.

On Dorney Lake, near Windsor Castle, rowers in the U.S. women seight boat will be thinking along the same lines. In their 2,000 m race, these powerful women, on average over 6 ft. (85; cm) tall and weighing about 175 lb. (79 kg), each will be doing the equivalent of 200 intermediate cleans—lifting a barbell from knees to chest—while simultaneously doing leg squats. They will be processing oxygen at enormous rates and converting far more of it to muscle power than most of us can. "You start out with a flat out sprint, and 40 seconds into the race you are like, 0.hs --.] I'm not going to make ii," says Esther Lofgren, part of the current world-champion eight. "Lucklij, we've done it before."

In the men's marathon, Kenya's Wilson Kipsang-

a physical engine perfectly proportioned to run long distances rapidly, with long, thin legs and a huge heart—will set a pace that looks graceful in its economy: about 4 min, 45 sec. per mile over 26 plus miles. It's a speed that will destroy most competitors. The Kenyans live and train at 8,000 ft. (2.440 m), in the highlands of Africa's Great Rift Valley. Living high confers advantages in endurance, like more oxygencarrying red blood cells. Lots of runners go there to try to match the Kenyans' rigorous work habits, but few can match them on race day. The best U.S. marathoner, Meb Keflezighti, is a transplant from that region.

Are the Kenyans and Ethiopians the fittest people in the world? Or is it the tall, toned rowers ripping through the water toward the finish line? The wiry triathletes can certainly compete for the title, not to mention those relatively small—compared with rowers—leg-and-lung machines known as cyclists. Last year's Tour de France winner, Cadel Evans, weighs 141 lb. (64 kg), perhaps the perfect weight for pedaling up an Alp.

All the athletes who qualify for the U.S. Olympic team are fit. Boxers, tackwondoers, wrestlers, gymnasts, swimmers, sprinters, cyclists, fencers, archers and trampolinists do not get a ticket to London because they're just in pretty good shape. And the winner of the decathlon claims the honorary title of "world's greatest athlete." But fitness at the Olympic level takes on a different meaning. "Everybody's

CATCHING

The term for wh happens when a rower loses control of an oa and does not remove it from the water at the end of the strok thereby causing the oar to act as a brake





A 12-year-old French boy who coxed for a Dutch pair at the 1900 Games is the youngest Olympic champion ever. Shortly after the victory ceremony, he disappeared, his identity unknown



From 1920 until 1956, the U.S. took home gold in the men's eight at every Olympic Games

women's quadruple scull team (from left: Adrienne Martelli, Kara Kohler, Megan Kalmoe and Natalie Dell) muscles it up. Their workouts are extraordinary

looking for an edge, and the edge comes from making sure you are competing at all aspects of performance biomechanics, the mental, nutritional aspects," says Chris Carmichael, who has trained dozens of Olympans, including George Hincapie and Ed Moses. "At the Olympic level, they are looking at performance vs. just being fit." The fittest athletes don't always get the medals. But they will always have a critical advantage.

The Science of Fitness

THE FACE BEGINS AT AN EASY 7 MIN. 30 SEC. A MILE, a clocking any dedicated runner could manage. At the U.S. Olympic training center's performance lab in Colorado Springs, athletes hop on a treadmill—or a stationary bike if they're cyclists—wired to instruments to measure their performance. Gradually, the pace quickens until the athlete can no longer bear it and hits the red stop button, exhausted.

The physiologists work on four measurable

The physiologists work on four measurable components of fitness VO₂ max, lactate threshold, economy of motion and maximum sustained output. Biomechanics are important in that the less energy an athlete expends in a given movement—a swimming stroke, say—the more will be available for peak output. There are unmeasurables too, like the mental aspects of training and competing—one reason every Olympic team employs sports by eychologists.

Scientists and trainers in Colorado Springs avoid the word fittest as it applies to their athletes because of the

different requirements among the sports. "It's not one size fits all," says Rob Schwartz, strength and conditioning coach for the combat sports such as wrestling and boxing. "There are several parameters of fitness, whether it's strength, power, flexibility, coordination, agility or kinesthetic awareness-can you feel what you're doing in space." But all bodies have hearts, lungs and muscles, and maximizing their output is clearly a feature of fitness. The U.S. Olympic Committee's physiologists have calculated the difference between gold-medal glory and fourth-place hard-luck story (oh, you were "Our goal is to squeeze that critical one-half of 1% out of Team USA athletes," says Randy Wilber, a senior sport physiologist at the Colorado Springs training center. That difference could be delivering a small amount of additional oxygen to straining muscles or a little less lactic acid. Fitness can account for it.

If your body is an engine, VO, max measures its displacement. VO, max measures milliliters of oxygen per minute per kilogram of body weight, converted to a percentage. The higher the number, the more oxygen you're getting to your muscles. Most of us can hit 30% to 35% on a good day. Top college athletes clock in around 75%. Elite US. cyclists are in the 85%-to-85% range, but they're using only their legs. (Lance Armstrong cracked 90%, believe what you want about his alleged drug use, the guy has an indisputably massive engine.) The highest rate Wilber ever measured was 90%, in

British rower Guy Nickalls won gold at London in 1908 at age 41 and remains the oldest Olympic rowing champion



Rowing is one of the only sports whose competitors, with their backs to the finish line, do not have the end of the race in sight



a Scandinavian cross-country skier whose heart was chugging like a locomotive at 197 beats per minute.

Scientists used to think VO₂ max defined fitness, but men and women who can't crack the top VO₂-max scores still reach the podium with regularity. So the focus has broadened to the lactate, or anaerobic, threshold. If you've ever been running or swimming a race and found yourself in so much pain that you couldn't go another inch, that was your lactate threshold paying a call. It happens because lactate and positive hydrogen inso form in the biochemistry of exercise and interfere with muscle contraction if the lactic acid can't be removed quickly enough. No contraction, no action.

Most sports can be characterized as either aerobic or anaerobic. Sprinting is anaerobic; the distance is too short to get oxygen pumped down from the heart. You go into oxygen debt, draining whatever's in the leg muscles. Wrestling is too. Cycling and distance are aerobic Rowing is both an anaerobic and an aerobic sport. In a 2,000 m race, the initial 250 m or so is a flat out sprint from a dead stop; the middle 1,500 m is aerobic as the rowers' hearts push the oxygen in their bloodstreams to their legs and arms. But as the boat nears the finish line, those sinews will no longer be able to clear the lactic acid that's been building. The acid levels will peak at about zo millimoles per row off of blood. That's when the painfest begins. "When you get to 20, you are in never-never land," says Fritz Hagerman, the eminent exercise physiologist at Ohio University who started the first U.S. Olympic performance lab in 1977. "You wish you were dead, and you are farid you won't be."

Fitness, as every gym teacher told you, is a function of pain. For wrestlers, it means enduring 30 to 90 minute nonstop "grind" matches, to be able to deliver more pain and fatigue than they're taking in. "Wrestlers use the term break your opponent," says Schwartz. The fittest athletes have dialed up their lactate thresholds through training designed to do just that. The more lactic acid

Bevan Docherty is the only triathlete to medal in consecutive Olympics, winning a silver medal in 2004 and a bronze in 2008. The 35-year-old is seeking a third medal in London

THE TIRE'S FLAT.

WOLVES ARE HOWLING.

ROADSIDE ASSISTANCE

NOW, PLEASE.



Corolla. WITH TOYOTA CARE:

Consider it an automotive helping hand. Toyota Care complimentary maintenance plan and roadside assistance. Another reason you can always count on Corolla. Learn more at toyota.com/corolla











Proud Sponsor of the U.S. Olympic Tea

1.866.MOBILITY ATT.COM/NETWOR

4G speeds not available everywhere. The use of Olympic marks, terminology, and imagery is authorized by the U.S. Olympic committee pursuant to Till & BU.S. Section 200506. Screen images simulated. ©2012 AT&T intellectual Property. Service provided by AT&T Mobility. All rights reserved. AT&T and the AT&T alloop are trademarks of AT&T intellectual Property. All other marks contained herein are the property of their respective owners.

CYCLIN

Three-time
Tour de France
winner Greg
LeMond
claims to have
recorded one
of the highest
Vo₂-max rates
ever, 93%. The
California-born
cyclist missed
his lone shot a
the Olympics
when the U.S.
boycotted the
1980 Moscow

SWIMMING

Derya
Buyukuncu
of Turkey and
Lars Frolander
of Sweden
will be making
their sixth
appearance in
the Olympics
this month—a
record in
their sport.
Frolander, 38,
has three
medals,
including a
gold in Sydney
for the 100-m
butterfly, while
Buyukuncu, 36,
is still searching
for his first

your body can process, the more power you get out of it and the longer you can continue. Rowers use an ergometer to measure power output expressed in watts, which is converted to a 2,000-m time. Since her college days at Harvard, Lofgren has improved her erg score by 15 seconds. Fitter also equals faster. "A boat length is about 3 seconds," she says. "If your erg score improves 15 seconds, vou are five boat length bs better."

onus, you are two boat engins better. Reaching Olympian fitness requires a training regimen that's not available to part-time athletes. Want to row on the U.S. women's team? Better be ready to stick an oar in the water at y a.m. for two hours on a daily 10,000 m to 11,000 m endurance row. Then you can have breakfast. At 11 a.m. there's an hour of weight lifting. Then more food and rest. At 5 p.m. you're back in the boat for a two-hour, 8,000 m row, working on technique and power. You will need to consume 5,000 calories a day. You will sleep well. At the USOC's Chula Vista, Calif., training center, Lofgren, 27, says track athletes—no slouches themselves—were teasing the rowers over their insane workouts. "They were telling us that we chose the wrong sport," she says.

That's definitely not true of Lofgere. Genes matter. They determine ultimately how fast or strong you can be. Everyone is born with a mix of fast-twitch, slow-twitch and intermediate-twitch muscles. If you don't have the right combination of fast-twitch and intermediate twitch muscles in your legs, you won't ever be fit enough to be a sprinter. Fast-twitch muscles can't be trained to become slow-twitch muscles. The diameter of the muscle fiber matters too. The bigger the cable, the more power the muscle generates. Lofgeren's parents were both elite rowers, meaning she is more likely to have more of the slow-twitch muscles conducive to rowing.

She may also have inherited her parents' work ethic. For top athletes such as Lofgren and Kemper, fitness is a six-day a-week job. Kemper, a father of three, lives in Colorado Springs to train at alltitude; he's bear a professional since 1998. He starts at 7;30 a.m. with a 5,000-m swim. He swims first not because it's the first event in his sport but because "it's the hardest thing for me to do if I'm tired." After a break, he runs 10 to 12 milles (fot 10 g/m), then knocks off for hunch. Then he's on the bike for a couple of hours, pedaling 200 to 240 milles (320 to 38 km) a week. And don't forget a couple of hours of weights and stretching each week.

It's sometimes difficult for superfit athletes like Kemper to taper off in the weeks before a big race. "You don't want to get to a race and say, "I could have used two more days of training." You don't want that to happen in London," he says. So he's made sure he's put in the mileage Despite all the science, nutrition and exercise machines, there remains a simple formula for becoming an Olympic champion. The winning athletes are simply willing to work harder than anyone else to reach their goal. "You don't win an Olympic medal by being gifted," says Carmichael, the trainer. "You win an Olympic medal by being medal by the There's something very sporting in that.



Take Team USA" with you. On AT&T, the nation's largest onetwork.





1.866.MOBILITY - ATT.COM/NETWORK - VISIT A STORE

46 Speeds not available everywhere. The use of Olympic marks, terminality, and imagery is authorized by the U.S. Olympic Committee pursued to Title 26 U.S.C. Section 220056. ©2012 ATIST Interlectual Security Service pursued by ATIST Processing ATI sights reserved ATIST and the ATIST Interlectual Security Service pursued by ATIST Processing ATIST Interlectual Security Se





AT 9 A.M. SHARE, IN A MASSIVE GYMNASIUM JUST A block from Beijing's Temple of Heaven, the Chinese women's weight-lifting team reports for duty. Soon the training hall echoes with the sound of weights crashing to the ground. The air grows thick with a concentration of sweat and the particles of chalk that help liftens get a firm grip on the bar. These athletes are the best of the best, within the space of an hour, I see an Olympic record surpassed and a world record nearly equaled. It's another day on the job for the squad that is expected to run the table at the London Games.

As she steps up to a bar that holds more than twice her body weight, Li Xueying has no idea how much she's about to lift. Numbers are the coaches' responsibility, hers is to heft unquestioningly. This is the bond of trust that develops between a coach and an athlete who starts heaving weights at age to. In a split-second burst of energy, the 22-year-01d thrusts her arms into the air and a 13-kg barbell floats above her head. When Li drops the bar after the successful clean and jerk, the floor reverberates so much, I feel the thrum in my teeth.

Bound for London in the 58-kg weight class, Li takes little time to savor her stupendous training lift. Instead the 2009 world champion bows her head to the assembled team officials, then steps back to practice a minute shoulder movement that needs honing. When I shake her hand later, her callused



palm feels like a sheet of sandpaper. Her collarbone is bruised purple from the bar. The daughter of wheat farmers from central China's Henan province, Li shows little anticipation of her Olympic debut. "My responsibility is to my country," she says. "I put my heart in weight lifting because I don't want to disappoint my coaches and team leaders... I wouldn't say I'm excited about London." She might as well be going for a banking conference.

as wen be going or a darking comercine.
Li's ambivalence is characteristic of many Chinese
Olympians, be they weight lifters, divers or gymnasts.
For them, sports isn't a chosen passion; it's a living. Six
days a week, the 30 members of the national weight

IF THERE IS A TIE

The body weight of the lifter is used to determine who wins, with victor going to the lighter athlete





Men's weight lifting was part of the first modern Games

Harold Sakata

won silver at London 1948 but he was more famous for a different performance: playing Oddjo in the James Bond film

The clean and jerk involves a lift of the bar to shoulder height, then above the





... whereas the snatch is one clean movement



lifting team slog through the same punishing schedule. They wake at 630 in their dormitories, mostly
in shared rooms, and do warm-ups before breakfast.
Then it's off to the gym for a few hours of training
before lunch and a brief nap. More practice follows
most days, while other afternoons are spent in classes
whose topics range from weight lifting technique to
"ideological education" meant to inculcate patriotism.
Physical therapy and dinner, which like all meals
must be consumed at the national sports compound,
come next, with further training squeezed in before
big competitions. Lights go off at 10 p.m.

The regimen seems robotic, but the weight lifters

share an easy camaraderie and seem genuinely close to their coaches and trainers. This is their family, since they all left home at 10 or 11 years old to begin their lifting careers. They rarely have free time. Liu Chunhong, a two-time Olympic gold medalist in the 69-kg class, has traveled all over Europe, North America and Asia for international competitions. "My favorite place in the world is France," she tells me. It turns out that's because Faris is the only place where she was allowed time to be a tourist. "It was very special," she recalls of her single day off-duty." Id idn't go up the Eiffel Tower, but I got to take a picture of it."

Inside the Medal Machine

WOMEN'S WEIGHT LIFTING IS A RELATIVELY NEW Olympics sport, but its short history mirrors China's state-controlled, turbocharged rise up the gold-medal charts. In everything from diving and shooting to table tennis and badminton, China has developed athletes who are so far ahead of their foreign opponents that the real competition often occurs not at the Olympics but at the country's hotly contested national games.

China's peerless diving team, for example, is looking to sweep all eight gold medals up for grabs at the London Olympics. The team is led by Qiu Bo, a 19-year-old prodigy whose balletic dives from the 10 m platform are so flawless that he earned an unprecedented 25 perfect nos during one leg of the 2011 FINA Diving World Series. Chinese divers claimed all 10 of the gold medals (and four of the silvers) on offer at the 2011 World Championships and in London will look for gold in each of the individual and synchronized platform and syringboard events. If any other national anthem but China's "March of the Volunteers" is played after the divine events. It will be an usset.

The same is true for women's weight lifting, a sport that seem custom-made for China. At the inaugural competition in Sydney in 2000, China swept the four events it entered. In Athens in 2004, the People's Republic claimed three golds, in Beijing in 2008, it won four. This year the team expects no less than another perfect showing. "You want to know why China is so good at women's weight lifting?" says Xu Jingat, the rational team's coach. "It's simple. We do everything together, and we work harder than everyone else. What time to wake up, what time to sleep, how to train, what to eat, how to think—"it's all sleet by our team leaders."

What Xu says goes for all of China's Olympic disciplines. At the Beijing Games, China surpassed the U.S. for the first time to win the most golds of any nation. That's a remarkable achievement for a country that decided to play global ball again only in 1984, after a 32-year absence from the Summer Games over the inclusion of its political rival Taiwan.

To increase China's medal count, the country's sports bureaucrats have developed a winning formula: target less popular disciplines contested by fewer countries; choose sports that offer multiple medals, like for different weight classes, and focus on women, whose athletic efforts are underfunded in most countries.

Women's weight lifting fits all three criteria. In 1996, Chinese sports officials heard that women's weight lifting might be added as a new event at the Sydney Games. That meant four precious golds were up for grabs. (There are seven weight classes in women's weight lifting; each country is allowed to enter four categories.) Even before the decision was confirmed in 1008, scouts had been dispatched to the

YOU WANT TO KNOW WHY CHINA IS SO GOOD AT WOMEN'S WEIGHT LIFTING? WE DO EVERYTHING TOGETHER, AND WE WORK HARDER THAN EVERYONE ELSE.'

-XU JINGFA, CHINESE OLYMPIC WOMEN'S WEIGHT-LIFTING COACH

countryside, where parents were more likely than their urban counterparts to release their daughters into state care. Frantic research by China's athletic czars had determined the ideal girl for the sport: she would have the stoticism that comes of a rural background; rapid reflexes, big hands and fleet feet; explosive jumping power since lifting is as much about quickness as strength; and matching height and winespan for balance.

wingspan for balance. Within four years, a world-beating squad had been assembled. "China was the first country to really focus on Olympic women's weight lifting," says coach Xu. "We saw an opportunity... and we broke the sport down very scientifically into the smallest components. No country can compare with us."

For their years of service, the lifters receive a state salary. Even for Olympic champions, the annual amount rarely breaks \$10,000, and any money from endorsements is shared with the national federation. The athletes I speak to profess no resentment. "Our food, housing, clothing, tuition—it's all paid for," says Liu, who receives around \$9,700 a year from provincial and national-level sports bureaus—ro times the average rural Chinese income.

Even those Chinese athletes with a higher profile—like the diver Qiu, who, along with the rest of the team, hawks Peps in China—are allowed little life outside the discipline that was chosen for them. After Qiu was spotted by a coach at age p bouncing on a trampoline, he was drafted into a state sports school to begin his diving career. Qiu's parents haven't visited him in Beijing, where he trains, for more than three years. Anything more than training, eating and sleeping seems to be against the rules.

During the last Olympic run-up, a pair of Chinese gold-medalist divers dared to date each other and frequent red-carpet events. Worried that their extracurricular activities were causing them to lose athletic focus, diving officials reined them in. One ended up retiring rather than submit to the system's

When trained gymnast Zoe Smith heard that her local British team was short a member before a competition, the 17-year-old switched sports and took up lifting

263.5 kg
THE HEAVIEST OLYMPIC LIFT EVER, BY HOSSEIN REZAZADEH OF IRAN IN



will, while the other quietly disappeared back into

the sports machine. Although Qiu loved diving when he first embarked on his career-he initially had to train by diving into a pit of pillows because the local government-run academy had no pool-his passion has waned. "When I was young, I thought diving was something that was really fun," Qiu recalls. "Now I consider it more like a job." That's the seeming contradiction at the heart of the Chinese sports machine. Yes, the state handpicks promising kids and lavishes time and money on its young athletes. Yes, for children like Oiu or Liu who were born to poor families, the promise of lucrative endorsements and an affirmative-action college program for athletes is alluring. But many top Chinese athletes seem to be missing the passion that, to hear Olympians in other countries tell it, is crucial to truly excel.

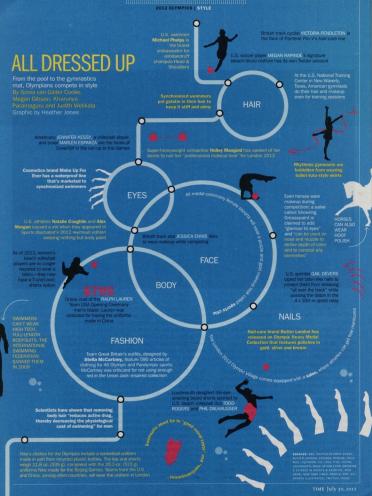
At least until the Games starf. In London, his first Olympics, Qiu's job is to beat another teenage sensation, Britain's Tom Daley, who in 2000 claimed the world championship at just 15 years old. The hometown favorite is as brash as Qiu is reserved. In June, Daley, through his coach, directed a tweet to

the Chinese diver that contained a link to a video of himself performing a superlative dive. Qiu declined to return the taunt, but at the very least he's now getting motivated about his job. "Every time I think about the London Olympies, I feel really excited and nervous," he says. "Everybody wants to be the champion. Me too."

For Liu, a knee injury means she won't make it to the Games, despite dreams of competing in her third Olympics. But she is hoping that a teammate will check something for her. "I've heard that there is some train station that will be named after me during the Olympics," says Liu, who at 10 in Athens was the youngest weight lifter, male or female, to ever win gold. "If that's true, that's really special, and I'd like to have a picture of it." On commemorative maps, Crystal Palace will indeed be renamed for Liu Chunhong.

In two Olympics, Liu lifted to the heavens—and the heavens have responded with a London tube stop. Thinking about it, she can't stop giggling. For once, it's not about Chinese nationalism but about a young woman's pride in her transcendence of life's weightiest moments.—WITH REPORTING BY CHENGCHENG HANG AND LESSE HANG/EBRING

Qiu's exquisite form earned him 25 perfect 10s in one competition



WHICH OF THE FOLLOWING SHOULD YOU SAY YES TO?

YES	NO	Wearing shirts with ironic sayings after the age of 40.
		Allowing your teenage daughter to date a 26-year-old divorcé.
		Using the words "bromance," "broseph" or "brochacho" with zero sarcasm.
		Hot dogs made with 100% pure Angus beef and no artificial preservatives.







I DIDN'T OUTGROW MY ADHD. THAT'S WHY I'M TELLING MY STORY.

If you had ADHD as a kid, you may still have it. Watch Shane's video to learn more. It's your ADHD. Own It.

> Watch Shane's video at ShanesStory.com





SPIRIT

YOU CAN'T TIME IT, SCORE IT OR TRAIN FOR IT. BUT EVERY CHAMPION HAS IT. IT'S THE DETERMINATION THAT DRIVES ATHLETES LIKE GABRIELLE DOUGLAS TO REACH BEYOND THEIR LIMITS. THE 1948 OLYMPIANS EMBODY IT, AND THIS YEAR'S CHECHEN WRESTLERS EMBRACE IT AT THEIR PERIL. JAPAN'S FOOTBALL HERO HOMARE SAWA SHOWS IT HAS THE POWER TO LIFT A NATION





Gabby Douglas swapped families and changed coaches to make herself an Olympic contender By Alice Park/West Des Moines





START WITH A TALENTED, HEADSTRONG, AFRICAN-American gymnast from Virginia Beach. Let her watch the 2008 Olympic Games and become obsessed with the idea that a coach she sees on TV-who once competed for China but now trains Americans in Iowa-can make her a star. Move her in with a host family of Iowans to train with this coach. Throw in some teenage troubles (she is just 16, after all) and add a world championship and release moves that earn her a memorable moniker—the Flying Squirrel. If this Olympic story gets any sweeter, Disney will option the movie rights.

The only thing missing is the gold medal, which would be a perfectly acceptable substitute for the princess's crown in the fairy tale that is now Gabrielle Douglas' life. The teen gymnast, currently living in West Des Moines, Iowa, has spent the past year and a half away from her close-knit family and become part of another one, all to secure her place on the U.S. squad. Along the way, she's had to learn that Olympic dreams come with nightmares-in her case, a haunting self-doubt that gnaws away at the bravado built up from hours and hours of nailed routines in the gym.

Unquestionably talented, Douglas secured the only guaranteed spot on the women's squad by winning the U.S. Olympic trials. But the trip to London wasn't always a sure thing. She lacked consistency at meets, dazzling at one and letting her nerves get the best of her at the next. Doubt is any elite athlete's worst enemy. It's the mind overtaking the body, thoughts ruling actions, and the result, almost always, is a broken heart. To hear Douglas tell it, the anxiety always emerges with the same questions: Am



A Perfect 10

The perfect-10 top score was eliminated in 2006, replaced by open-ended scoring to reward more difficult, skills-packed routines

1952

which women were allowed to compete as individuals



artistic gymnastics was coined in the early 1800s to distinguish its free.



from similar maneuvers used in military training

Women compete on four apparatuses: beam, uneven bars, vault and floor. Men compete on six: floor, vault, parallel bars,

for her to decide that Chow was the answer to her problems. A former Chinese national gymnast and world medalist, Chow had traveled to Des Moines at the suggestion of an aunt who was teaching at the University of Iowa, where he found a position coaching gymnastics. Realizing he needed younger charges to raise his coaching profile, he ended up opening his own gym in West Des Moines on what used to be a cornfield.

But Hawkins wouldn't even consider a coach based in the Midwest for her daughter. "Iowa? I don't know anyone in Iowa," she says, Joking, "Are there people in Iowa? There's just corn in Iowa." Douglas was adamant, though, and Hawkins knew she was fighting a losing battle. She had lectured her daughter that part of learning to be an elite at thelte was overcoming obstacles and living with imperfect and difficult situations, which for Douglas was the friction she had with her then coach. "One day Gabrielle came home and said." If this was going on at your job, how well could you just deal with it?" says Hawkins, a recovery specialist with HSBC. "It was at that moment that I came to contemplate letting her mow away."

Douglas' timing was perfect, since Chow happened to be hosting a clinic at her gym, where she got her first opportunity to experience what it would be like to call him coach. What Chow got to see was a young woman perfectly proportioned for gymnastics at 4ft. 11 in. (tso. cm), with strong shoulders and alean, balletic line. She immediately picked up the Amanar vault that he taught her, one of the most difficult moves that she and her teammates in London will perform. And it only confirmed what Douglas had sensed from the first time she saw him on TV: Chow was the coach she needed.

What she hadn't realized, however, was that the Olympic potion doesn't miraculously produce confidence and perfect routines. It's more of a blend of the best of what a coach can give, what an athlete can take and what both of them can give back. Chow was initially reluctant to take Douglas on. He recognized her talent but wasn't keen to move such a young girl away from her family. But her eagerness for gymnastics and obvious thirst for a change finally won him over. "She was scarificing being with her mom in order to be the best gymnast she can be, and that touched my heart," he says.

He also knew of a potential solution to her housing dilemma, in the form of Missy and Travis Parton,

her second year as a senior-level gymnast, Douglas is learning what it takes to harden those nerves into the anchored focus of an Olympian. She has learned that to be a competitor, you can't make friends on the floor. "No one is going to feel sorry for you, so you have to go out there and be frerce." She saxy.

Ever since she performed her first perfect cartwheel at age 3, this is what Douglas has wanted. She possesses the package that international judges reward: effortless flexibility combined with a competitive spirit that has made her the nation's leading uneven-bars performer. "I like to give them the Flying Squirrel when I go out there and perform," she says. And her energetic tumbling runs make her a crowd favorite on the floor exercise and vault. In London, she'll be in contention for the coveted allaround title, which for the past two Games has gone to an American. But even more important than that potential three-peat, Douglas' contributions could help the U.S. redeem its loss in the team-gold-medal race—missed in Beijing by 2.3 points to China—and win its first in 16 years.

What's in Iowa?

IT WAS DOUGLAS' SISTER ARIELLE WILD FIRST RECOGnized her tumbling talent and talked their mother, Natalie Hawkins, into signing her younger sibling up for gymnastics classes. By the time she was 14, Douglas had placed fourth at the junior national championships but was struggling with coaches who she felt weren't pushing her enough to learn new skills. She convinced herself that all she needed to become an Olympian was the right mentor. In her mind, the coach was the magic ingredient that would transform her into one of the elite performers she admirted from afar.

So as she watched the Beijing Games, her attention was naturally drawn not only to star gymnasts—
Shawn! Nastia!—but to the always smiling man with the ready hugs who was coaching them: Liang Qiao.

Chow, as he spells his name to make the phonetics easier for his American students, was the head coach of the U.S. national women's team and the personal coach of Shawn Johnson, who won silver in the all-around event in Beijing. "He was always smilling. He looked so happy, like he had such faith in Shawn," says Douglas during a recent talk in the kitchen of towa home where she lives. "I wanted to be there."

Those smiles and hugs were beguiling enough



Perhaps the most precarious apparatus for female gymnasts, the beam stands 1.25 m from the floor and is 5 m long and only 10 cm wide, the width of a typical



Trampoline athletes reach heights of up to 10 m during their



A twisting double somersault is called a fliffis.



Montreal in 1976 despite having a broken kneecap; his effort helped the Japanese

Soviet gymnast Larisa Latynina, who won 18 medals from 1956 to '64, is the most decorated Olympian ever she was. She missed her ritual of catching the midnight showing of the newest Tuilight movie with her
sister. And while she trained, finally switching from
regular school to online classes to accommodate her
competition schedule, her parents proceeded with
their divorce. Juggling her emotions, adjusting to a
different family dynamic both in West Des Moines
and in Virginia Beach and settling into her gymnastics routine finally proved too much. After moving
to lowa in February 2011, she had her only real teen
freak out that Christmas when she refused to practice
and rebelled against the Partons rules. After conferring with Hawkins, the Partons played the ultimate
parental card they revoked Douglas' cell Phone and

computer privileges for a week.

The Flying Squirrel

SHE STILL GETS HOMESICK, BUT DOUGLAS HAS LEARNED to lean on both families when she needs them. She has regular Skype chats with her family in Virginia and spoke to her father, who is now home, the same way while he was in Afghanistan.

changes big and small reminded her of how alone

But she says her biggest challenge is still over-coming her fear—although Chow now plays a big part in pulling her out of the spiral of insecurity. "It ell her, If you perform your routine and follow my directions and you're doing good, it's your deal. And if you screw up, it's my mistake, so don't worry about it." he says. Whenever the anxiety creeps in, she feeds off the hugs and smiles that drew her to him in the first place. "Chow says that when you put your arm up and you're ready, it's not a time to chicken out, but think of it as an opportunity to show everyone what you can do and what you've been training to do." she says.

She can do plenty. In 2011, at her first world championships, Douglas contributed to the U.S. squad's third team gold. Her effortless swings and breathtaking height on the uneven bars earned her the admiration of the national-team coordinator, Martha Karolyi, and the rarely bestowed honor of that nickname, the Flying Squirte. "I was like, Why can't it be Superwoman or something like that?" says Douglas. "But I like it."

And she is finally ready to start acting like an Olympian. "I'm thinking, Wow, I'm one of the best [gymnasts] in the world," she says. All she has to do is remind herself every day that she deserves that title.

parents of four young girls, one of whom is an avid gymnast at Chow's gwm. As the Partons saw more and more out of towners flock to Chow's Gymnastics and Dance Institute following the 2008 Games, they approached Chow with an unusual, open ended offer, they were willing to host a gymnast with Olympic promise whose family couldn't afford to move to West Des Moines. "Two months passed, and I started to think, Wow, that was such a silly idea. I don't know what we were thinking," says Travis. "Then Chow calls me out of the blue and asks if the offer still stands, I said, 'Yeah. Do you have somebody?""

Douglas had already gone to low a to work with Chow and was happy in the gym but not with her living situation, having jumped from family to family for several weeks. At Chow's suggestion, Hawkins and Douglas spent a week with the Partons and immediately knew they had found the perfect host family. "If I didn't know better, I would say Missy gave birth to her, and Travis was there," says Hawkins. "They literally took her in as if she were their own daughter."

Douglas got a fast promotion, from being the youngest sibling—with two older sisters, Arielle and Joyelle, and an older brother, John—tor Juling the roost over the Partons' four girls, ranging in age from 6 to 10. 'It definitely challenges me to be the older sibling, and I try to set an example for them," she says. "I love helping them with dance or school or at the sym."

But being away from her family and serving as a role model to her new sisters pushed Douglas to mature a little faster than she was ready for at first. Just after leaving for Iowa, her father, who has been separated from Hawkins since 2007, was deployed for his third Reserve tour, in Afghanistan. "Whoa, that was hard," she says of going home for that leave-taking. "I ran after the bus, crying."

When she was at school in Iowa, homesickness would sweep over her at random times, and she would burst into tears. At the gym, things weren't working out as smoothly as she had hoped either. Her first big competition under Chow's tutelage, the Visa U.S. national championships, was a dud. She fell off the balance beam three times during her minute and-a half routine. 'I had a lot going through my head mentally. Uwasn't really confident,' she says. Chow admits that she was still so new to him that he didn't know how to coach her through her nerves.

News from home also threw her off-balance;





GREAT IN '48

Medalists of the last London Games look back on their summer of victory

> Lee graduated from medical school the year before winning his medal



SAMMY GOLD AND I first had my Olympic dream at 12, when they held the 1932 Olympics in Los Angeles. My father and I were at a grocery store, and I asked, "What are all the flags doing here?" He said, "We're having the Olympic Games. That's where they crown the greatest athletes in the world." I said, "Papa, someday I'm going to be an

Olympic champ." That summer in a public swimming pool, I was doing somersaults when a black kid came up to me and said, "How come you're only doing one somersault?" I said, "I don't know how to do anything else." He said, "I'll bounce behind you, and I'll balance you, and when I yell, open your eyes and duck your head." It was my first one-and-ahalf somersault. I ran home and told my dad I'd found

my sport: diving. Walking up the 10-m platform, I thought to myself, I've waited 16 years for this moment-am I going to blow it? So I prayed to God that I was most deserving of winning the Games. And in case he was busy. I also prayed to Buddha and

Photographs
by Jim Naughten
for TIME.
Reporting by
Sonia Cooke/
London





DAVID BOND, 90 BRITAIN GOLD, SAILING During the war I spent six years in the RAF, flying virtually every day as a flight-test observer. I think in general the 1948 Olympics meant very little to most people. We were too busy after the war to be worried about sport very much anyway.

We had about six weeks before the Olympics down at Torquay, and we went out sailing every day, stretching the sails and so on. We were just practicing what we knew how to do.

Winning gold was quite something. It was nice to stand on the platform with lots of people clapping and cheering. We celebrated by going to a big dance at the Imperial Hotel in Torquay. It was a good evening.



Lapage has a grandson who is an aspiring Olympic rower



Godwin won two bronzes in '48. He's an ambassador for the 2012 Games



◆ THOMAS GODWIN, 91 BRITAIN BRONZE At 14 | left school and got a job delivering groceries on a bicycle, which sparked my interest in cycling. When the war broke out. I volunteered but was held back as a reserve tradesman, so I

continued riding. The cycling preparation for the Olympics was almost nii. The cycling team lived in a private house, which belonged to an editor of a bicycling book. I asked my mother to come down and cook for us.

After we woon our bronze medals, we went home just round the corner and had a sit-down and a chat and a laugh. It was a different world. Everything was so basic. Everything was matter, and money was never, ever thought about.

MICHAEL LAPAGE, 88 BRITAIN SILVER,

I started rowing when I was 14. Rowing had been in the family-my dad had rowed at Cambridge, and my brother as well. I joined the navy in 1942 and trained as a pilot. I joined a frontline squadron, flying Spitfires and Hellcats in the Mediterranean and in the Far East, In 1945 the war came to an end. I went up to Cambridge and started rowing again.

In 1948 we were still on rations: 4 oz. of red meat a week. It was quite difficult getting up to scratch on the rations we had. We used to take glucose before a match because that wasn't rationed and you could buy it in the chemist's shop. But of course it was meat that we missed most. The United States

were the favorites to win. They had all the meat! On the day of

the final, there were thousands all up the bank of the Thames We led the Americans off the start, but their stronger staying power took them through to win. There were no ribbons on the medals, so we couldn't hang them round our necks. We just showed them round the family and went back to our job.



TO SEE
OLYMPIANS
ON TIME
COVERS, GO
TO time.com/
olympic_covers



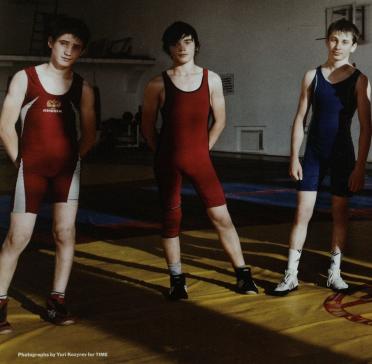
ALICE COACHMAN, 88 HIGH JUMP As a child in Georgia, I used to read a book about Big Ben. So at the Games, I finally got a chance to follow my dream to see Big Ben. I got into athletics when I was about 8 years old, just running, skipping and jumping. Winning that gold medal meant everything to me. I didn't get to celebrate much after because it was so crowded and everyone wanted to see me. But the one thing I did ask my coach for was a beer. I'd been with her for three years, so she knew that I didn't drink or smoke. "You, a beer?" she asked, laughing. I think I only drank about half, but we had a good laugh with the team about it.



FIGHT CLUB

The wrestlers of Chechnya and Dagestan compete as Russians.
But in the hills—and even the gym—Russia is still the enemy

By Simon Shuster/Khasavyu







FREESTYLE WRESTLING

The sport evolved from the scrappy folk wrestling practiced in the 1800s throughout Britail and the U.S. and made its Olympic debut at the 1904 Games in St. Louis

ADAM SATTIEV, THE OLYMPIC PREESTLING. Champion, does not even finion when the gunshots ring out, echoing over the walls of his family's home in the Russian city of Khasayurt. They seem to come from the property next door, a ragged lot where he and his older brother Buvaysar, the three-time Olympic champion, opened a wrestling school in May, just in time to help train the local wrestlers, boxers and other professional pugs who will complet at the Olympics this summer. Adam's bearded face, the mark of a Sunni Muslim in this part of Russia, shifts into a smile at my instinctive wincing at the sound of the gunshots. "Relax," he says. "Someone is probably just having some fun."

That isn't too reassuring in a place like Khasavyurt. Lying in the middle of the North Caucasus, a stretch of highlands in southern Russia that includes the volatile republics of Chechnya and Dagestan, this city of 130,000 is one of the most lawless fronts in Moscow's war against terrorism. For two decades, especially during the two Chechen wars of the 1990s, insurgents used it as place to rest and resupply.

More recently they have started going there to recruit, which is why the town's wrestling culture is about much more than winning trophies. Buvaysar, who won all three of his Olympic golds in the 74-kg (163 lb) division, describes wrestling the same way Karl Marx described religion—as "a way of control ling the masses." It is meant to serve as an inoculation against extremism, or at least as a distraction from it, by offering the local kids a way out of the slums that does not involve "going to the woods," says Buvaysar, using the Russian alsang for joining the insurgency.

That is the choice Russian rule presents to the men of Chechnya either assimilate or risk persecution as a terrorist sympathizer. If forces a nearly impossible balancing act between expediency and pride, and the Saytiev brothers, as role models, walk this wire in two very different ways. With age and success, Bruzysars, 37, has resigned himself to Russian integration, while Adam, 34, at least in word, continues to resist. Along the way they have both inspired a generation of Chechens to channel their aggression into sport, becoming actors in a form of soft power that has, until recently, served Moscow well. Every year, Moscow spends less than a million dollars to support the wrestling schools of Rhasavyurt—much less than it would cost to build the universities or provide the well-paying jobs that this city decidedly lacks.

For Russia's medal count, the payoff has been impressive. In the past four Olympic cycles, wrestlers from Khasayyurt have brought home eight gold medals in freestyle wrestling, along with at least 12 world-championship titles and countless trophies from national and European tournaments.





From left: Adam Saytiev, a gold medalist in 2000, at home with his mother; on the mal Albert Saritov at the local Palace of Sport with photos of his heroes, the Saytien brothers

Wrestling prospered in this corner of the Caucasus after the Soviets recognized the pugnacity and brawn of the local men in the 1960s and sent some of the best Soviet wrestlers to the region to create training schools. The result has been an almost freakish crop of Olympic wrestling medalists from the area. At the Games in London, at least two fighters from Khasavyurt will Compete to affirm the city's nickname the Foundry of Champions, which is scrawled on green signs near the central bazaar, showing Buvaysar in the middle of a grapple.

The New Masters

THE SAYTIEV BROTHERS, WHO HAVE ROOTS IN KHASAVvurt going back 13 generations, have served for more than a decade as somewhat reluctant poster boys for the idea of pacification through sport. They were recruited into this role right after the second Chechen war, which ended in 2000 with Russia's conquest of the breakaway republic. (The U.N. called the Chechen capital, Grozny, "the most destroyed city on earth." More than 50,000 people died, mostly civilians.) Weeks later, with Russian tanks still occupying the region, the newly elected President, Vladimir Putin, chose a former rebel mufti named Akhmad Kadvrov to lead Chechnya, entrusting him to control the separatists by any means necessary. Kadyrov, as a respected spiritual leader, was one of the few men who could make the Chechens accept the defeat and move on.

After his appointment, Kadyrov quickly called a meeting of local athletes, some of whom had just returned from the Olympics in Sydney. His son Ramzan Kadyrov, who would take over as the leader of Chechnya after his father's assassination by separatists in 2004, went to Khasavyurt to invite the Saytiev brothers. They drove the next morning to Gudermes, a town that was serving as a command center for the Russian forces. Akhmad Kadyrov greeted them with lavish gifts. Buvaysar got a television, while Adam, who had just returned from Sydney with a gold medal in the 85 kg (187 lb). division, was handed the keys to a new car. The gifts were tokens of the Saytievis' role in the new Chechen elite forming around Kadyrov. "This was part of his social policy," says Buvaysar. "Socialization through sport." As Chechens and Olympic champions, the brothers were asked to apply this policy and help the Russians who had just conquered their homeland.

This was not an easy proposition. Growing up, Adam and Buyas are were aught to remember the atrocities committed by the Soviets. Their "most vivid collective memory," as Buyasya describes it, was the mass deportation of 1944, when Joseph Stalin accused all Chechens of being Nazi collaborators and exiled al most half a million of them to Siberia and the Kazakh steppe, thousands of miles from their homes. Among the roughly 130,000 Chechens who perished during the deportation was the Saytiev brothers' maternal grandfather. By the time the family was allowed to return, in 1956, their mother had lost six of her 10 sillings. "That is what we were raised on," says Buyaysar. "These memories, all that pain—it makes a Chechen lose his temper in just a couple of seconds."

As a boy, Buvaysar channeled this anger into sport. In 1996, when he was 21, he competed at the Atlanta Games. It was a painful competition, not so much for the brutality of the bouts but because he was representing the Russian team while the Chechens were repelling the Russian army. "Everyone I knew was fighting the war," he asys. "And there I was like a fool in my wrestling tights, because I knew that my one machine gun would not add much to the battle."

He was keenly aware that back home, his friends and relatives were sheltering in basements from





upper bodies and arms, and freestyle, in which all parts of the body may be used

87

TIME July 30, 2012

Russian bombs, tuning the antennas on their portable TVs to catch a glimpse of him on the wrestling mat. So after winning the final bout, Buvaysar dedicated his victory live on Russian television to the plight of the Chechen people. "Up to that point, Russia had shown itself to me only through the muzzle of a tank," he says. "That's all I had seen of her."

To most Chechens, Buvaysar was a hero. Yes, he had competed under the flag of the invader, but he was the first Chechen ever to win Olympic gold-a tremendous boost to morale. A month after his Olympic victory, the Chechens routed the Russian forces and, with the signing of a peace deal, won de facto independence for the first time in a century and a half.

The victory would be short-lived. Three years later the conflict reignited under the command of Putin, who at the time was Russia's Prime Minister, and the invading forces this time were not the disorganized battalions that then President Boris Yeltsin sent in 1996. Putin mobilized the full weight of the Russian army against the rebels, who quickly realized that further resistance was pointless. Thousands of them, including the Kadyrov clan, made peace with Moscow. The remaining separatists fled abroad or faded into the nearby mountains, where they began a campaign against the Russians that continues to this day. Inspired by a puritanical form of Sunni Islam called Salafism, the leaders of the insurgency call for the creation of a caliphate in the Caucasus under Shari'a.

The Russian response to this insurgency is etched into the scenery of Khasavyurt. Around the corner from the Saytievs' property, on Sultanova Street, stands the burned-out shell of a house where Russian forces recently cornered a group of suspected insurgents. Heavy artillery was brought in to bombard the house, killing everyone inside. These special operations take place almost weekly in this region, perpetuating a conflict that took 258 lives in the first three months of this year alone, according to a tally kept by

IN A NASTY SIGNAL OF HOW INTRANSIGENT THIS CONflict has become, wrestling has started to produce rebel fighters in Khasavyurt, and the idea that this sport could serve as an antidote to Islamism has foundered. On the night of April 18, near a bridge overlooking a Soviet-era cinder-block factory, three men were killed in a firefight with Khasavyurt police. Two of them were later identified as professional wrestlers, including Ramazan Saritov, 28, who almost made the cut for Russia's Olympic team in 2004 and 2008. According to

THEY GET ARRESTED ONCE, TWICE, AND SOON IT'S EASIER FOR THEM TO GO SOMEWHERE AND START SHOOTING BACK.

the independent news service Kavkaz Uzel.

Into the Woods

Russian security forces, he was the leader of a group of insurgents who were wanted for car bombings, ambushes against police and attacks on stores that sell alcohol. Five days after the shoot-out, local Islamists posted a "martyr video" online to mourn Saritov's death. In one of the frames, he wears a T-shirt with the words RUSSIA WRESTLING TEAM as he points a semiautomatic pistol in the air.

Ibragim Irbaykhanov, director of the wrestling school where Saritov and the Saytiev brothers began their careers, remembers Saritov as a clever fighter on a generous athletic stipend who had just built a house in Khasavyurt for his young family. "He could have gone to the Olympics [in London] in the 60-kg division, Irbaykhanov says. "I have no idea what he was thinking." But this was not an isolated incident. In 2008 the 15-year-old wrestling champion Movsar Shaipov was killed in a shoot-out with police just outside Khasavyurt. Two years later, the same thing happened to another local fighter, 19-year-old Nariman Satiev, a three-time world champion in Thai boxing. "There are so many that it's complicated," Adam says. "Some are forced into it. Others get fed up with the security forces. They get arrested once, twice, and soon it's easier for them to go somewhere and start shooting back."

There is also the constant strain of lawlessness in Khasavyurt that pushes men into the woods, Adam says. Human-rights groups have documented thousands of cases of torture, forced disappearances and extrajudicial killings committed by Russian security forces in the North Caucasus over the past decade, and the local government in Khasavyurt is so inept that the trash goes uncollected. By nightfall, the people start to burn it near the bazaars, creating an eerie constellation of bonfires that, along with the stench of the burning garbage, evokes the scenery of a failed state.



Iran, Turkey and Mongolia count wrestling as a national sport

Number of consecutive matches won by Japan's Osamu Watanabe in Tokyo 1964. He not only won gold; he also

ended his career

undefeated

186



Two Paths

FOR THE LOCAL BOYS, THERE ARE ONLY TWO WAYS OUT OF ONLY GIVEN CALLEY GIFTED THE AREA ONLY TWO WAYS OUT OF THE AREA ONLY TWO WAYS ONLY GIVEN CALLEY G

Inevitably, his role as an ambassador of Russian sport has pulled him into politics. This year, Buvaysar served as one of the "trusted faces," or campaign reps, for Putin during the presidential race, which gave Putin another term in office.

But Adam, who is far more religious, has chosen a different road. "He splits his time three ways—the gym, the mossque and the family home," says Salim Nutsalkhanov, head coach of the Saytievs' wrestling school. Still a bachelor, Adam sees religion as his purpose—far more than sport, which he associates with vanity. Over the years, his faith has come to supersede his at helter ambitions, and when he failed

by a hair to make the cut for London, he did not seem too upset. "There are much more important things in life," he says.

Out of loyalty and respect for his brother, Adam has agreed to help run he wrestling school, but he seldom joins Buvaysar on his jaumts to Moscow. Twice a day he goes with his mother to tend to the family cows, and as the animals lowed in their shed one evening in June, he spoke of Islam as the only defense against the foreign influences of Russian films, alcohol and secularism. "The image of Europeans that we see in movies is not acceptable to a Muslim. No way," he said. "If a Muslim loses his religion, he loses all meaning in life. That is why the war continues."

It is not a war for land or resources but a war for identity, Adam suggests. And if the Russian aim was to use sport as a weapon of assimilation, they should have picked a better strategy. The trainees at the Saytievs' wrestling school, some as young as 9, speak Chechen to one another, and most of them attend the madrasahs of Khasavyurt, which now outnumber the gyms. Twice a day, dozens of these boys flock to the Saytiev school to train with the champions who gather there, lifting weights, sparring and planning their victories in Olympics to come. None of them seem to notice the sound of gunshots that wafts in through windows from time to time. But when the call to prayer rings out from the minarets, they stop their training and piously turn toward Mecca.

Amateur wrestler Buvaysar Eskaev, 16, hopes to be an Olympian somedav

HOUR!

The length of the longest Olympic match in wrestling history, between two middleweight contenders, Russia's Martin Klein and Finland's Alfred Asikanien, grappling for a place in the finals at Stockholm 1912. (Klein won)

SWIFT KICK

Homare Sawa lifted Japan with a World Cup win—and put women's football on the map By Krista Mahr









EVERY HERO IS A REBEL FIRST, EVEN IN A COUNTRY that likes to play by the rules. It was 1985, and Homare Sawa had gone to watch her older brother's football practice when the coach invited her to join the game. The athletic 6 year-old, who had been swimming since she was 3, sauntered onto the pitch for the first time. "I thought it looked really fun, so I kicked the ball," Sawa, who is now 33, recalls. It went straight through the goalpots. It was a toe kick," she explains.

Thirty years ago, girls didn't really play football in Japan, let alone win the world's most prestigious sports competitions. Sawa has kicked both those notions out the door. The § ft. 4-in. (f64 cm) midfielder's unflaggious work ethic and tactical prowess have made her a giant in a game of much bigger players—and perhaps the most famous ablete in Japan. Last July, she became a national hero when, a few months after the March 11 earthquake and tsunami, she made a near post dash in the waning minutes of the Women's World Cup final to redirect a corner kick past American keeper Hope Solo to level the score at two goals each, Japan then beat the stunned Americans § 1 in penalty kicks to become world champions for the first time.

It was an otherworldly victory for Japan. With its coasts still blanketed in debris and with faith in the government eroding over the mishandling of the nuclear crisis, this was the first good news anyone



there had had in months. In the last tense moments of the game in Frankfurt—at 6:22 a.m. in Japan—7,196 tweets were going out every second, breaking Twitter's previous record. When defender Saki Kumagai's decisive penalty kick sailed into the net, strangers in packed Tokyo bars abandoned social formalities, hugging, high fiving and filling the early morning streets of the capital with wild cheers. The players became instant celebrities, and the following month, then Prime Minister Naoto Kan awarded them Japan's National Honor Award for giving their fellow citizens "the courage to face hardships and moving them with the team's eloquent style of play."

The unlikely rise of Nadeshiko, as the women's national team is called, from scrappy underdogs to world champions has pushed women's football into the spotlight for the first time in Japan. Now Sawa and her teammates are days away from an even bigger challenge showing the world they can do it again by capturing Olympic gold in London.

In Japan, as in most countries, female footballers have always had far less funding, fewer sponsors and a smaller fan base than their male counterparts. There were only about 39,000 registered female players in the country in 2011, compared with some 890,000 men, according to the Japan Football Association. Sawa grew up playing on boys' teams and regularly

1 000 000

Spectators who have watched women's footbe at the Olympics since the event debuted in Atlanta in 1996





Sawa's goal against the U.S. in the World Cup final led to a shoot-out—and a

had to sit out tournaments because girls didn't qualify to play. "Watching the games from the bench was frustrating," she says. Even after she made her international debut at 15, Sawa says it was still mostly friends and family who went to watch the games.

Today she's one of the few female players who doesn't need a day job. On her previous team, Sawa says, "everybody went to work, and practices were after office hours. The environment for playing wasn't good. It was horrible."

All of that changed when Nadeshiko beat the Americans, a team of physically bigger, professional players. "No one expected much from our little team. But we prevailed game after game, and then we won," says Norio Sasaki, Nadeshiko's coach. "Our victory put women's football in Japan on the map." Now fans line up to watch Sawa's club team, INAC Kobe Leonessa, and sponsorships and commercial contracts have been flowing in. A few national-team players still have

'IF YOU'RE HAVING A TOUGH TIME, WATCH MY BACK. I WILL BE THERE, PLAYING WITH EVERYTHING I'VE GOT TO LEAD YOU.'

-SAWA, TO HER TEAMMATE

day jobs—and the prizes for winning are still smaller than the men's—but the change is palpable. "There's still a big gap," says Sasaki, "but it's getting better."

That game also changed everything for Sawa. The feeling that had always haunted her-that life would have been easier as a boy-evaporated with the victory, In January, Sawa was awarded FIFA's Ballon d'Or, beating out Brazil's Marta and U.S. star Abby Wambach for the top prize. It came after nearly 20 years of playing on the national team and competing in five World Cups. Sawa let only the briefest of smiles slip when the announcer called her name before walking purposefully to the stage in a powder blue kimono. That humility and reserve-coupled with her penchant for smashing barriers-has inspired fans at home. Many even know by heart a line from a pregame pep talk she gave to her teammates: "If you're having a tough time, watch my back. I will be there, playing with everything I've got to lead you."

London could be one of those tough times, made tougher by Japan's higher expectations. The Americans have already demonstrated their thirst for revenge with a 4-1 win over Japan in a warm-up match. Brazil and Sweden are always medal threats.

It will be the third consecutive Olympics for Nadeshiko. And Sawa, despite missing several months of play this year because of a case of vertigo, recovered and was training hard by early summer. "We're not good enough to win it now at all." Sawa said in a June interview. "Each of us needs to improve, or the team won't improve." Sasaki—only half kidding—says the team simply doesn't have a choice." Sixty-five percent of the people in Japan think we're going to win. There's no way we can afford to disappoint them."

What happens after July? Both Sawa and her coach dismiss rumors that she'll retire after London, though she freely admits that she's about five years behind on her plan to be married and have kids at 28. "The ways feschedule" she says, laughing. But she's hardly freaking out. "Someday I'll retire. And when I do, I hope the younger generation of girls will be able to play football on equal terms with the men." They won't all be heroes or even rebels. They won't have to be. Thanks to Sawa, they can just kick the ball. — WITH REPORTING BY LUCK MEMISGRIM AND, CHE KOBMANSHIK, KOBE

Football is sometimes





number of balls that will be used during the London 2012 Games



Hungary has won Olympic gold in football three times—more than any other country

PFOPL F

TRIVIA GAMES

ning else you need to kr about London 2012

U.S. archer KHATUNA LORIG, 38, taught actress Jennifer Lawrence how to

28, changed her name

OKSANA CHUSOVITINA, 37, is the only female gymnast.

Mental 123 year-old Mexican diver and London 2012 medal hopeful CAROLINA MENDOZA travels to a competition, she brings along the diving suit of her friend and teammate Diana Díaz, who was

O

STATS

72

Married shooters RUSSELL

AND LAURYN MARK were furious when the Australian Olympic Committee told them they couldn't room together in the Olympic Village in London: Russell claimed they were being discriminated against as heterosexuals because same-sex couples wouldn't be prevented from rooming together in the gendersegregated housing. They spent much of the flight

there cuddling



0

Haitian triple jumper SAMYR LAINE roomed with Facebook founder Mark Zuckerberg at Harvard

Australian runner JANA PITTMAN-RAWLINSON had her breast implants

Canadian sprinter JUSTYN WARNER and his fiancée NIKKITA HOLDER a hurdler and Canadian teammate, plan to

(0)

wed in October, after they compete in



150.000

Olympic athletes and coaches from marry or form civil partnerships while on British soil during the Games

At London 1948, which became known as the Austerity Games because Britain was still recovering from World War III, whate next was eather by some affected since it wasn't rationed by the government. In the U.S. Opmac town shipped 5,000 steels, 2,500 lamb cluster for its analysis of the french team brought its own wine from the same brought its own wine.

Athletes have been warned by U.K.
Anti-Doping to avoid eating liver,
as it could show up in tests as
the anabolic agent clenbuterol, a
banned substance

To feed the nearly 15,000 Olympic and Paralympic athletes staying at the Olympic Village, the kitchens will be stocked with:

- 232 tons of potatoes
 more than 82 tons of seafood
 more than 100 tons of meat
 158,000 pints (75,000 L) of milk
 19 tons of eggs
 21 tons of cheese
 more than 330 tons of fruit and vegetables

LOCOG has mandated that all bananas, tea, coffee, chocolate and sugar used during the Games be Fair Trade Certified

0

0

LEXICON

Bunny hop:
A maneuver in
BMX racing
when a rider
lifts both wheel
off the ground
at once

A rubber ball attached to the bow of a rowing shell to prevent injury in th event of a collision

O

GEAR



QVC Presents Super Saturday LIVE to benefit Ovarian Cancer Research Fund, **Saturday, July 28 at 2pm ET**

SOUR S ANNUE DOORS FETTE THOUGH COTH. IN THE MONEY AND FETTE AND IS INVESTIGATED THE SET FETCH TOWARD GOLD DOWNS. ATTEMA OF IDATION THE SET OF THE SET OF SET OF THE SET OF THE





Photograph by Ryan Pfluger for TIME

Pop Chart





GOOD WEEK/ BAD WEEK

McDonald's

The fast-food giant will be the only vendor allowed to sell fries in Olympic Village.

Debbie Dunn
The U.S. sprinter
removed herself from
competition after
testing positive for
excessive testosterone.



Holy Tablet

there be ... mobile computing? So it seems: Edill, the first "tablet for Christians," touts porn-blockers, 27 translations of the Bible and more. As Fox News noticed, though, maker Family Christian isn't the first to market divine tablets; that honor, of course, belongs to Moses.

CONCRETE JUNGLES There's no better way to watch a city evolve than to observe everyday moments on its streets. That's exactly what's on display at the Museum of the City of New York, whose new exhibit chronicles London from 1860 to 2010 (as in the photo below, by Matt Stuart, of Tralglayer Square in 2009) and New York from 1888 to 2002.



OLYMPICS

Whose Uniforms Reign Supreme?

With a TV audience of 1 billion and hundreds of hard-bodied models wearing fashions from Ralph Lauren (the U.S.), Stella McCartney (the U.K.) and Armani and Prada (Italy), London's olympic Opening Ceremony is officially the world's biggeds at walk. We polled TIME.com readers to award a gold, silver and bronze—of style.



Gary Oldman

He used to be Hollywood's go-to villain. Now he's better known for playing good guys, like Sirius Black in the Harry Potter films and—as fanboys well know—Jim Gordon, the

Gordon, the beloved police commissioner, in Christopher Nolan's Batmantrilogy, which concludes with The Dark Knight Rises.—STEPHANIE ABRAHAMS

You signed on to play Jim Gordon without even reading the script. How come? I sat down with Chris Nolan, and he just pitched this fantastic reinvention of Batman. Chris is very persuasive. And secretive. **Everything about The Dark Knight Rises** was kept very hush-hush. What was that like? There was so much paranoia around the script getting outunderstandably, because of spoilers. So when I traveled with it, I would hide it, because it was too big to put in a hotel safe. Once, I forgot where I'd put it. I had a 20-minute panic ... but found it under my mattress. You're like Super Gordon in this role. It's very physical. One of the reasons Chris' movies work so well is that he doesn't like to use a lot of green screens or digital wizardry. We all had our own stunt doubles. One of my poor guys even broke his leg. What do you think is next for the Batman franchise? My guess would be that they retire Batman for a while, put him away in a drawer. Maybe Chris will come back as a consultant for the next reboot. And what about for you? More good-guy roles-or do you prefer playing the gangsters? I've enjoyed playing the good guy, that's for sure. Let the younger lads-you know, the Tom Hardys-chew the

scenery and climb the walls.

TWITTER WAR

"fire sauce" isn't made with any real fire?





We All Stavina ...

Beatles fanatics, rejoice: you can indeed live in a yellow submarinetemporarily, at least—thanks to hotelier Alfie Bubbles, whose latest creation docks along the Mersey River in Liverpool, (Not guite the Sea of Green, but we'll take it.) The ship has another claim to fame too: before its colorful makeover, it appeared in the film The Hunt for Red October.



FLASH FORWARD Behold: the fowl of tomorrow. As part of his "Engineered Species" photo project, Vincent Fournier-with help from animal geneticistsimagines how today's creatures will evolve in the distant future. This great gray owl, for example, sports camouflaged feathers and eyes that see in crystal-clear vixels, like a camera. To see more, visit lightbox.time.com.

JAGGER BOMB



BEAUTY Shades of **Facebook**

Eyes glued to Facebook? Your makeup may as well match. To honor its online followers, Yves Saint Laurent is releasing a special palette of eye shadow that evokes the site's blue-and-gray aesthetic. We'd test it for you, but we couldn't get past the privacy settings.

3 THINGS YOU DON'T HAVE TO WORRY ABOUT THIS WEEK

1. More of the same on American Idol. Steven Tyler and Jennifer Lopez-quit the show within 24

Your move, Randy

2. The CDC's sense of humor. On the released a weddingtame a bridezilla.

3. Channing Tatum keeping his clothes on. As if confirming that a Magic Mike sequel isn't enough, Fifty Shades flick.

Zoe Trope. The Ruby Sparks star rewrites the Hollywood dream girl

By Mary Pols

ZOE KAZAN, THE 28 THA-OLD STAR AND STERENTH TO THE STAP AND STAPEN TO THE STAP AND THE STAP AND

Another sign that she's a visitor from another time and place: she listens to her parents. She is one of two daughters of Oscar-nominated screenwriters Nicholas Kazan and Robin Swicord, who wanted Zoe to stay out of the movie business until after college; at Yale, she dutifully stuck to student productions. Since graduating in 2005, she has won mostly supporting parts in 16 films, from the prestige drama Revolutionary Road (as the young secretary who catches Leonardo DiCaprio's wandering eye) to the mainstream comedy It's Complicated (as Mervl Streep's giddy daughter) to the indie sleeper The Exploding Girl. Her breakout role, however, may prove to be one that she wrote herself.

In Ruby Sparks, Calvin (Paul Dano, Kaarah 'seal life boyfriend), a onetime wunderkind author with a serious case of writer's block, finally finds inspiration in a character named Ruby (Kazan), And somehow Calvin quite literally inspires Ruby—she springs to life, appearing in his kitchen one morning, blithely eating cereal. Calvin's idealized girlfriend is a classic movie stereotype that critic Nathan Rabin dubbed the Manie Tixie Dream Girl; quirky, bulllent, adoring and, since she's puppet to what Calvin puts on page, absurdly malleable. Except this manic pixie strikes a blow on behalf of all the real girls when she turns out to have a mind of her own.

The genesis of Kazan's spin on the Pygmalion story might be traced back to a bit of secondhand advice from actor-screenwriter-director Warren Beatty, who once told Dano that every actor should be making his or her own work—looking material and maybe generating it too. "I firmly believe in that," Kazan says. "We are in the most insane waiting game of a business, and the only way I have stayed sane is by giving myself another creative outlet."

Dano, who's also 28-and best known as the callow preacher whose milkshake is drunk by Daniel Day-Lewis in There Will Be Blood-started reading the script while Kazan was still writing it. (Almost immediately, he asked if the parts were intended for them. The answer: not consciously, at least not at first.) "Ten pages in, I said, 'We should give this to Jon and Val," Dano says-meaning Jonathan Dayton and Valerie Faris, the husbandand-wife team who directed him in the Oscar-winning comedy Little Miss Sunshine. They asked Kazan to revise the script in 2010 just as she was opening on Broadway as Harper Pitt in Angels in America: she soon found herself writing feverishly backstage between scenes to meet her deadline. "I thought, This is the worst possible timing, but you have got to suck it up and do this, because this is an

Ruby springs to life, appearing in her creator's kitchen one morning, blithely eating cereal opportunity, and you've got to prove yourself to them." she says.

It may come as a surprise that Kazan would have to prove anything to anyone in Hollywood, given her pedigree. But her parents rarely took her to sets, and she wasn't aware there was a public dimension to her name until her middle-school drama teacher asked if she was related to Elia Kazan. She answered that her grandfather, director of On the Waterfront and A Streetcar Named Desire, was in fact Elia Papou-Greek for grandpa. Only then did her parents show her one of his movies (Viva Zapata!). She says she'd love to play Stella in Streetcar but only if it doesn't involve constant conversations about the difference between Elia Kazan and Elia Papou. The family connection "is much bigger in other people's imagination than it is in my life," she says.

Ruby Sparks (in limited release luly 23, should establish Kazan in her own right. In a late, pivotal scene, she becomes a whirling dervish of crazed physicality and hearthreaking emotion—it's ferocious acting. After the seventh take in the middle of the night, Dayton recalls, "Val turned to me and said," We have own rovie." Later, when told that Dano was a little envious because the scene looked like so much fru to play, Kazan shakes her head slightly but definitively. "It wasn't fun," she says. "It was shard."

Kazan and Dano met during rehearsals for the 2007 play Things We Want, in which they portrayed lovers. Their chemistry was immediate and intense, even though Kazan had wanted to avoid a "showmance." As we glide along in our Swan Boat, I ask if they plan to get married, and Kazan laughs. "You and everybody else wonders that," she says. "We're still so young."



FORTUNE Datastore

Identify leads and reach your next client.

"The <mark>BEST</mark> names in Business"

AMERICA'S LARGEST CORPORATIONS
FORTUNE

AMERICAS LARGEST CORPORA
FORTUNE

SULEY STATEMENT OF THE ANYTHE PROPERTY O

The **FORTUNE** Datastore is your access to globally recognized **FORTUNE** lists, company contact information, and research solutions. Our products are a great resource for competitive intelligence, identifying leads, and industry insight. Put the power of **FORTUNE** in your hands.

To purchase a list, please go to

fortunedatastore.com

Movies



Batman at His Best. A trilogy's superb climax in The Dark Knight Rises

By Richard Corliss

A GANG OF THUGS HAS JUST LOOTED THE GOTHAM CITY GOTHAM CARBOAL EXCHAIGE AND CARBOAL CRABBOAL CARBOAL C

The Dark Knight Risss, Christopher Nolan's mesmerizing climax to his trilogy reboot of the DC Comics character, is a show, all right. But not in the way of the standard summer action-fantasy. Although the movie contains elaborate flights, stunts, shaes and war toxy, and though the director dresses half his characters in outfliss suitable for a Comic Con party, Nolan is a dead-serious artists with a worldview many shades darker than Batman's cave. The year's most eagerly anticipated movie was well worth waitting for.

The battle in Nolan's 2008 The Dark Knight was between two solo artists: Batman (Christian Bale) and the Joker (Heath Ledger in the crazy-cunning role that earned him a posthumous Oscar). TDKR posits all-out war: a terrorist attack on Gotham by the League of Shadows, the vigilante band that threatened so much mischief in Nolan's 2005 Batman Begins. Its leader is Bane (Tom Hardy), an immense hulk wearing a respirator that makes him look as if a small creature from the original Alien has been permanently strapped onto his face. Bane intends to liberate-enslave-Gotham by offering its poorest citizens the chance to trash the mansions of the wealthy. His most persuasive motivator: a four-megaton nuclear device that could be detonat-

ed at any moment.

If only the city had a

TIME July 30, 2012

hero. But Batman, a.k.a. Bruce Wayne, has lived in morbid seclusion ever since his lifelong love Rachel Dawes was blown to bits in the previous episode. The daring their of his fingerprints by pretty petty thief Selina Kyle (Anne Hathaway) rouses Bruce from his topro. Selina, the Catwoman, leads Bruce to Bane, who thrashes the debilitated hero and con-

signs him to the hellhole Bane grew up in. This time the masked man who runs the city will be purely evil.

Several characters in TDKR—Bruce, Bane, Selina, the idealistic cop John Blake (Joseph Gordon-Levitt) and the lovely philanthropist Miranda Tate (Marion Cotillard)—are orphans who express or repress their true nature by playing roles, wearing masks. And Nolan? His mask is that of a director of comic-book entertainments, when he's really out to excoriate Americans' greed, laziness and implicit yearning for a demagogue.

Hidden in plain sight are allusions to the Patriot Act, the decadelong detention of terrorist suspects in Guantánamo and the Occupy Wall Street movement. Nolan mercilessly details the corruptibility of both class and mass and suggests that the only salvation is in a nearly invincible hero—a rich man with the strength and altruism to save desperate America from itself. (In this allegory, is Mitt Romney Bruce Wayney, is Mitt Romney Bruce Wayney, is Mitt Romney Bruce Wayney.)

neath the pulp fantasy of the infallible fixer is a warning that in the real America, a superhero will never fly out of our dreams and into the night sky.

TDKR may not top the year's earlier megahit, The Avengers, at the box office, but who cares? The Avengers was kid stuff. This is for grownups, with bold, nuanced performances (expect Oscar nominations for Bale, Hardy and-as Bruce's devoted butler, Alfred-Michael Caine) and apocalyptic import. For once, a comic-book movie comes within hailing distance of the Greek myths or a Jonathan Swift satire. The Dark Knight Rises is that big, that bitter-a film of grand ambitions

and epic achievement.



Education

The Undroppables, A social-media campaign plugs staving in school

By Kayla Webley

CAN SOCIAL MEDIA SOLVE ONE OF OUR nation's most intractable social problems? Jason Pollock thinks so. The 30-year-old documentary filmmaker is gathering video testimonials from students like Jaureese Gaines, who-despite having witnessed three shootings in his Chicago neighborhood, including the murder of his best friend-stayed in school and became valedictorian. The social-media-sayyy Pollock, who has helped Ashton Kutcher, Jamie Oliver and other celebrities develop

Teenage mom Cynthia Gallardo of Des

who saw her father get arrested and her mother get battered by another man. After Gallardo had a baby at 17, she says in her testimonial, "I wanted better for my daughter, so I pushed myself." Her video has been viewed more than 4,000 times, which isn't exactly viral. But Pollock expects traffic to pick up over the next year as he speaks at school assemblies and keeps tweeting and writing Tumblr entries to get kids interested in being part of his project, which will be turned into a documentary.

> Jaureese Gaines, who saw his best friend get killed in Chicago, stayed in

social-media side too," Braun says. The latter is crucial, says Pollock, who plans to take a page from the Bieber playbook to build support for the documentary. "I want people to feel like they are part of the making of this," he says of Undroppable. "The reason Bieber got so big is because all those girls were with him long before he was the biggest thing in the world."

Rooting for a cute pop singer and getting people fired up about social issues are two very different things. But the It Gets Better videos have been viewed more than 50 million times on YouTube. Even the Kony 2012 phenomenon (92 million views, plus lots of controversy about the video's accuracy) led House and Senate committees in June to pass resolutions to increase

Former dropout Manuel Luna is back

















"My goal in life is to be a CSI," says Hannah Cady of Joplin, Mo. "I really, really want to do criminal lustice.

online campaigns-and has 100,000 followers of his own on Twitter-is trying to harness the power of social networks to keep an estimated 1.2 million students from dropping out of school each year. "We want this to be the It Gets Better for education," Pollock says, referring to the video campaign columnist Dan Savage launched in 2010 to prevent gay teens from committing suicide. Pollock's plan: to make Gaines' inspiring story and others go viral, along with the tagline "I am undroppable."

In June, Pollock uploaded to YouTube his first batch of Undroppable videos, featuring short clips of 70 or so students, including Cynthia Gallardo of Des Moines, Iowa,

Get Schooled Foundation to find more students to film, but so far he has no plans to team up with Colin Powell or any other leaders devoted to solving the U.S. dropout epidemic. Instead he's tapping into a different group of stalwarts. Among the film's producers are Anchorman director Adam McKay (117.000 Twitter followers). who co-created viral hitmaker Funny or Die (4.2 million followers), and Scooter Braun (1.7 million followers), who manages the most viral star of all time, Justin Bieber (25 million followers). "I have a platform that will allow me to not only spread the word about the film but on the

He's working with the MTV-affiliated

efforts to arrest Ugandan warlord Joseph Kony, Pollock wants Undroppable to give hope to at-risk youth and get enough people tweeting about education policy or funding to change the minds of elected officials. "It got bashed a lot. It had a lot of haters," Pollock says of the Kony 2012 video. "But it did do what it wanted to do."

Pollock says his documentary, the bulk of whose proceeds will go to charity, is central to his plan in part because it could be used in classrooms to motivate students. And it's this off-line, old-school component that could keep Undroppable current long after the Internet has moved on to the next hashtag.



Scan the tag to find a store near you. Download the free scanner app at

* Offer valid when you buy Office Home and Student 2010 (Product Key Card) or Office for Mac Home and Student 2011 (1 pack) — with purchase of a new PC through September 30, 2012 Available at participating stores.

Subscribers Get The TIME Tablet Edition FREE!



FREE for print subscribers

Bonus Tablet Features:

Bonus photos and stunning interactive galleries

Videos and interviews with leaders and newsmakers

Extra content from the international editions of TIME

Get it now at time.com/activate

Available on iPad®, Kindle Fire, NOOK Tablet™, and on Android™
Tablets via Next Issue.™

iPad is a trademark of Apple Inc., registered in the U.S. and other countries. Kindle and Kindle Fire are trademarks of Amazon.com, Inc. or its affiliates. NOOK is a registered mark of Barnes & Noble Inc. NOOK Tablet and NOOK Color are trademarks of Barnes & Noble Inc.

Tuned In



The End Is Near. Why networks and viewers should embrace the spoiler

By James Poniewozik

I HAD MY PIRST MOVIE SPOILED FOR ME when I was about 7 years old, by a Peanuts comic strip. Linus is watching Clitzen Kane on TV; his sister Lucy says she's seen it to times. (Precocious kids, those Van Pelts.) Linus says this is his first. Lucy: "Rosebud' was his sled." Linus: "AAUGH!!"

Oh—spoiler alert. Time was, there were relatively few dangers for having the endings of stories blown for you: an indiscreet newspaper review, a vintage comic strip, your crabby sister. Today unwanted plot bombs lurk like muggers in an alley. Blog headlines. Twitter updates. Facebook posts. That sudden "CAN U BELIEVE JOSHUA VOTED OFF IDOL" text from your cousin.

Along with cyberterrorism and malware, spoilers are the greaf fear of the Internet age, the result of technological changes that push in two directions. Thanks to DVDs, DVRs, Netflix and the like, people can wait to watch until tomorrow night or next year. At the same time, social media let opening-night viewers react as soon as the credits roll. The plot twists of the British series Dounton Abbey are right there on Wikipedia long before you can watch them here in the colonies. For the spoiler-sensitive, this is truly the age of AAUGH!!

But if shouldn't be. I could never unread that Peamacs comic, but when I watched Kam' years later, I realized that there were about a million things in it that were more important than what little Charles Foster Kane called his damm sleed. If Linus kept the TV on, I'm betting he watched a sweeping, insightful movie about ambition, about hubris, about getting everything and finding that it's not nearly enough—all of which is accentuated, not ruined, by knowing what Kane's last word referred to.

As a critic, I'm exposed to beyondthe-threshold levels of spoilerage as a job hazard. But even as a casual fan, I've never been bothered by knowing ahead

Spoilers boost ratings for live events, from award shows to tennis matches of time that—plot points bleeped to protect the hypersensitive—Vader was Luke's [spoiler], that Snape turned out to be [spoiler] and Dumbledore gets [spoiler] or that The Sixth Sens's Bruce Willis was a [spoiler] the whole time. A spoiler is at worst an irritation. At best, it's a liberation—from obsessing about the least important part of a story.

This summer, NBC is airing perhaps the most spoiler vulnerable event in TV, the Olympics, and it looks like the network has come to agree with me. Well, kind of. In the past, NBC has kept most of its Games footage locked down, saving events for tape delay in prime time. The simple reason: the more people who saw the events live—or heard the results during the day—the fewer who would tune in to watch those expensive prime time ads.

This year, that's all changed. NBC says it all air every last swim, jump and shot up ut live, either online or on its sister cable channels (see sidebar, next page). If you want to wait for its slick nighttime production, you're welcome to, but between news reports and the Facebook and Twitter updates from your friends live-streaming beach volleyball, it will require an Olympian effort not to have the events spoiled.

NBC is not making this change out of some high-minded principle. Like any network, it needs to find ways to make online video work as a business. It realizes that results are going to leak and tweeters are going to tweet, no matter what it does. But most important, TV networks have been finding that spoilers actually boost ratings for live events, from awards shows to tennis matches. as East Coasters spill the results, buzz builds, and West Coast ratings actually go up.

It's a paradox of the spoiler culture, and not the only one. Audiences today are both more spoiler-paranoid and spoiler-obsessed. On the one hand, entire fan sistee exist for the sole purpose of leaking photos from movie shoots and copies of scripts. On the other, fans cry bloody spoilerage over picayune details like what year a season of Mad Men is set in. (Spoiler alert: sometime in the '60s.) The push-pull of temptation and TMI is so great that critic Dan Kois once codified a spoiler statute of limitations across genres. (Unmarked spoilers for a movie: genres.)

And it turns out, even if you think a spoiler has ruined a story for you, it likely did just the opposite. In 2011 researchers at the University of California, San Diego, had undergraduates read a dozen classic short stories, including Ambrose Bietree's. An Occurrence at Owl Creek Bridge," which has one of the most famous twist endings in literature. One group of students read a spoiler beforehand; the other didn't. In 11 of 12 cases, the "spoiled" readers eniowed the stories more.

That doesn't surprise me. A spoiler may be rude and unwelcome, but it also frees you from focusing on what and lets you pay attention to how and why. Fixating on spoilers and plot twists trains you to scour narratives for clues instead of character. It turns stories into Rubik's Cubes: Figure out the solution and they're done.

But despite the sugar rush that a shock ingeveal "offers—and from Inequious Lost, pop culture today is reveal-crazy—that's not what lingers from a good story, that's not what lingers from a good story, it's lake leaving his ruined farm on Tatooine and seeking his destiny in Star Warrs, Carrie Mathison chasting her demons in Homeland, Don Draper distilling heartbreak into an ad-campaign pitch on Mad Men. What finally mattered about The Sopranos

Gold-Medal Surfing. How to watch the Games ...



NBC's corporate siblings will pitch in: Bravo (tennis), CNBC (boxing) and MSNBC (various)



Cable, satellite and telco customers can see all events live on apps or NBCOlympics.com



Watch out for that shuttlecock! There will be 242 hours of 3-D coverage (on next-day delay)

was not the surprise ending but what it meant, what Tony deserved and how we responded to everything that came before it. Any story that can be ruined by giving away the ending wasn't worth your time in the first place. Does anyone refuse to see Romeo and Indiet again because we know they [spoiler] themselves?

True, not all spoilers are created equal. For the results of a competition I care about—say, Top Chef, which is my Olympics—I'll stick my fingers in my ears and scream "La la la la!" as Joud as anyone. And sure, if you call up a friend out of the blue, it won't kill you to say, "Whoo, aid you just see The Walking Dead?" before you start blabbie.

But I also realize that the world is not going to stop while I catch up with it. If avoiding spoilers matters that much to you, of course, by all means stream that zoo m backstroke online, watch that episode of Breaking Bad now, pony up for an opening-weekend movie ticket. But if you can't or won't, don't expect Facebook, the news industry and your office watercooler to fall silent for you. The Olympics are news, and TV, movies and books are part of a cultural conversation, one that ultimately matters as much or more in our lives than what goes on in the stories themselves.

More important, it would be a shame to cut yoursel for from that conversation by locking yourself in a cone of silence. Spoil, ers and twists aren't that important in the long run. Because—spoiler alert—you're not going to live forever, and what makes your life worthwile, like any other story, is how you get through it and the people with whom you talk about it.



PULL THE TRIGGER ON SAVINGS.

ONLY PROGRESSIVE HAS THE NAME YOUR PRICE* TOOL. Give us a budget, and we'll show you a range of options so you can find something that works for you and your budget. Coverage you can count on at a great price. Now that's Progressive.

1-800-PROGRESSIVE / PROGRESSIVE.COM



WITH SNAPSHOT, GREAT DRIVERS GET GREAT SAVINGS. HOWEVER, GREAT TRIANGLE PLAYERS WILL STILL GO UNRECOGNIZED.

NOT THAT I'M BITTER.



IF YOU ASK ME, GOOD DRIVERS SHOULD BE REWARDED - THAT'S WHY WE CREATED SNAPSHOT.

Plug it in your car, and your good driving could save you 30% with Progressive. We'll even let you try Snapshot before you switch to us, so you've got nothing to lose. Rewarding good drivers. Now that's Progressive.

1.800.PROGRESSIVE | PROGRESSIVE.COM

not available in all states or situations, 12D000444.S (06/12)



Art

True Lies. A new show explores art in the age of Stephen Colbert

By Richard Lacayo

WHEN HE ROLLED OUT THE WORD TRUTHINESS IN 2005, Stephen Colbert applied if first to things like the slippery justifications offered by the Bush Administration for the invasion of Iraq. But in a world of reality TV, staged photo ops and any marriage involving Kim Kardashian, truthiness turned out to offer a way to think about all kinds of things. It was a term as widely useful as authenticity. Maybe more so.

This is the idea behind "More Real? Art in the Age of Truthiness," a sly new exhibition at Site Santa Fe through Ian, 6. The premise of the showthe brainchild of Elizabeth Armstrong, curator of contemporary art at the Minneapolis Institute of Arts, where the show moves next March-is that a lot of new art is fascinated by the same spreading condition that Colbert put his finger on: the increasingly seductive plausibility of dubious "facts." To get the idea, just look at Korean artist Seung Woo Back's RWoi-ooi, part of a photo series he did at a South Korean theme park crammed with scaled-down versions of famous places. In Back's picture, replicas of historic sailing vessels float just off the coast from a surreal herd of Manhattan landmarks, while the skyline of Seoul stretches out unex-

pectedly in the distance. You assume this

visual mosh pit must be digitally altered.

Not so. In a world where reality and illu-

sion blend ever more easily, who needs Photoshop's For Phantom Truck, the Madrid-born, Chicago-based artist fligo Manglano. Ovalle took his cues from Colin Powell's famous presentation before the U.N. of purported evidence of Saddam Hussein's secret weapons program, wherein Powell described in detail mobile weapons laboratories that never turned up once the Iraq war got under way. Working from Fowell's descriptions, Manglano-Ovalle produced a life-size version of one of those imaginary wehicles. His truck sits in a pitch dark gallery, so you sense it first only from the sinister industrial hum it emits. Then your eyes adjust, and it emerges from the darkness—a bad dream slowly materializing, but a fantasval Il the same.

Phantom Truck is a reminder that art has always operated in the service of truthiness. It has always lent credibility—what you might call the prestige of the visible—to unverifiable beliefs. If you don't buy the biblical account of creation, for instance, the whole ceiling of the Sistine Chaple Can look

like an epic example of fruthiness run amok. And art has always trafficked in illusions. A whole subset of 19th century American painting dealt in trompe Poell pictures of photos and small objects tacked to a wall. In this show, Houston-based artist Dario Robleto builds on that tradition with realistic objects that carry an unexpected message in their materials. The Melancholic Refuess to Surrender is one of them, a pair of boxing gloves that turns out to be an oblique meditation on African-American history—once you know that they're made partly from men's broken hand bones and a melted vinly tercording of a Lead Belly song about the black boxing champ Jack Johnson being barred from the Tlamis.

"More Real?" wouldn't be true to the spirit of Colbert if it didn't admit that while truthiness can be e an ominous development, it can also be a lot of fun. When New Yorker Joel Lederer photographs landscapes created online by visitors to Second Life, a virtual-reality website, it's plain he likes the wiki-

world he finds there. Meanwhile, it's hard to keep a straight face in front of Zoe Beloff's Dreamland: The Coney Island Amateur Psychoanalytic Society and Its Circle, 1926–1922. A mad installation of architectural drawings, comic-book pages, old film footage and dubious historical artifacts, it offers the story of Albert Grass. The exhibit tells us that

Grass was so inspired by Sigmund Freud's 1909 visit to Coney Island—a visit that really happened—that he drew up elaborate but untrealized plans for Dreamland. The amusement park was designed to walk visitors through the Freudian explanation of dreams via fun-filled pavilions devoted to things like repression and the unconscious, all connected by a Train of Thought. Over time Grass purportedly attracted a circle of amateur Freudians who made home movies to helb them analyze their dreams.

Those films look suspiciously as if Beloff, a Scot now based in New York City, cobiled them together from footage discovered at flea markets. Other than Freud, did any of these characters exist? Not a chance—Beloff's installation is a brilliantly funny fiction. It speaks to a paradox that Oscar Wilde identified in "The Decay of Lying" and that Colbert, America's greatest performance artist, has built a career on. Art lies. That's one of the things it does best. And if it does it right, it points to some kind of truth every time.





1 RWOP OOI (2004) is from a series of johotos Seung Woo Back made at a blem park in South Korea filled with replicas of forneus locales 2 foel Lederer's 200805269351 (2009) is a photo of a landscape created on the virtual reality website Second Lije 3 Phantom Truck (2007) by filigo Mangalano-Ovalle



POLE POSITION

BY JOEL STE

Turns out Olympic pole-vaulting is not as easy as it looks

It's LIKELY THAT I'M AN AWFUL ATHLETE BECAUSE of genetics, laariness and a complete lack of interest in athletics. But it's also possible that I've just never found my sport. For all I know, I might be a natural at luge, buzkashi or any of the sports involving balls. So I decided to go to the Olympic training center in Chula Vista, Calift, to give pole-vaulting a shot. It looked like it might not require too much skill, assuming the pole has batteries and works like other carnival rides.

Having neither a pole nor anything to vault over, I persuaded Brad Walker, a star of the U.S. team, to train me. Brad, 31, holds the U.S. record and made the fourth highest outdoor vault ever in the world, at 6.04 m (604 cm). I met him at the center of a track where nearly naked, superhot women from some Nordic country ran sprints and even better-looking, nearly nakeder guys and women chatted as they stretched. They looked like the kind of beautiful, active people who, if commercials are at all accurate, have herpes.

Brad started our training by asking a string of questions to determine if this was indeed the sport for me: Have you ever jumped out of an airplane? Do you have a motorcycle? Do you get a lot of speeding tickets? What I was learning is that one important attribute of a pole vaulter is that he enjoys emasculating other men. After looking me over, he said, "We're going to have our work cut out for us." I mumbled something about how if driving a Ferrari is overcompensating, I can't imagine how small your penis must be if you

need to run in front of crowds holding a giant pole.
Brad is different from me in a lot of ways, most of which became obvious when he took off his shirt. Also, when he was wearing a shirt. Brad doesn't eat gluten, dairy products or refined sugar. On his flight to Europe, he'll be taping electrodes from an electrical muscle stimulation kit to his legs, poking himself with acupuncture needles and doing squats by the bathroom. This will be especially awkward if his flight is anything like my past two, since the woman next to him will be reading

I picked up Brad's smallest pole, which he made me hold in a really unnatural way, with my wrists facing down. Not only was it superheavy; it didn't bend at all. Apparently, if you run fast enough, plant it into a metal box and transfer all your horizontal force into vertical force, this stiff fiberglass pole will bend and launch you two stories into the air and onto a soft mat. But if you don't do it right, it will launch you forward, and you will fall down into that metal pit, sometimes on your head. People die pole-vaulting. Others injure their testicles in a manner so horrific that they get hundreds of thousands of YouTube views.

I took a few steps with the pole, planted it in the box and yelled a word L early print here, since it wasn't so much a word as a sound of complete pain. Ramming a pole into a metal wall sucks in a way that explains why so few people ram poles into metal walls. Brad started experiencing back pain in 2006 but says, "There was nothing I could pinjonit it to." I'm mot a doctor, but I'm going to pinjonit it to pole vaulting. He took time off after having surgery on a ruptured disk.

After setting an elastic rope at 6 ft.—the lowest it will go—Brat taught me how to run with the pole, put my weight on my left foot, plant my pole and hoist myself over the rope. It turns out there are many ways to tangle a rope, a pole and your testicles. I never cleared that rope, though I got some cool bruises on my elbow that are called watther burns, a term coinced by Tim is in July 2012.

Pole vaulting isn't the only sport I've attempted just once: I was a hockey goalie for the New York Islanders for a practice, and I once ate a lot of pie without my hands, though that wasn't technically a competition since I was alone, standing by the refrigerator. But

pole-vaulting is by far the most difficult. If everyone could try it. we'd all have a lot more appreciation for both the sport and the problems with our health care system, And for Brad Walker, To dedicate yourself to perfection at something almost no one understands just for your own sense of fulfillment is so counter to our lazy, fame-obsessed culture that I think there's a great reality show in it. I've sent out a few feelers to producers. I'm guessing we'll see Men with Huge Poles on Spike TV by spring.



The pole can be any length diameter or material, as long as it's smooth

American
Guinn Smith
was the last
pole vaulter to
win gold at the
Olympics
using a
bamboo pole,
in 1948

THE WORLD RECORD

of 6.14 m, set by Ukrainian Sergel Bubka in 1994, remains unbroken

Fifty Shades of Grey.





| Accord |

NOT ALL CLEARANCE EVENTS ARE CREATED EQUAL.



I CR-V I

| Civic |

This one, for example, features amazing Hondas.





| Odyssey |

→ Go to ShopHonda.com to see more offers.

"We all scream for ice cream"



You speak. Siri helps. Say hello to the most amazing iPhone yet.

